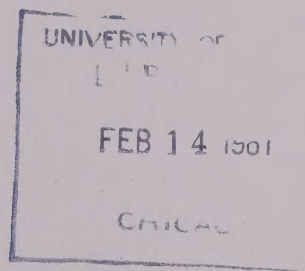




AN SOCIETY OF ARCHITECTS 46TH ANNUAL CONVENTION ISSUE  
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Y BULLETIN, MICHIGAN SOCIETY OF ARCHITECTS - MAR. 1960 - 50c



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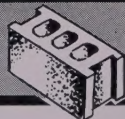
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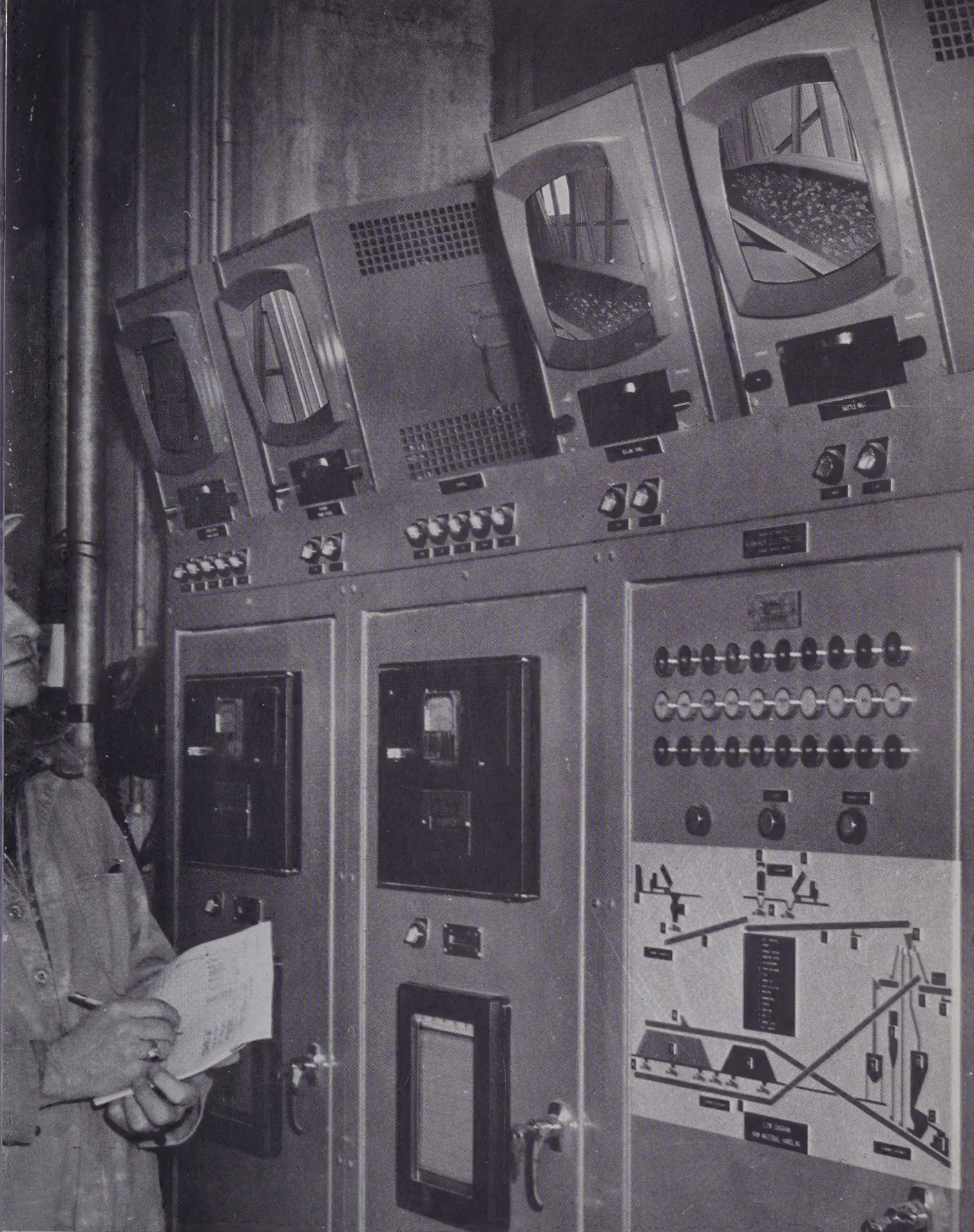
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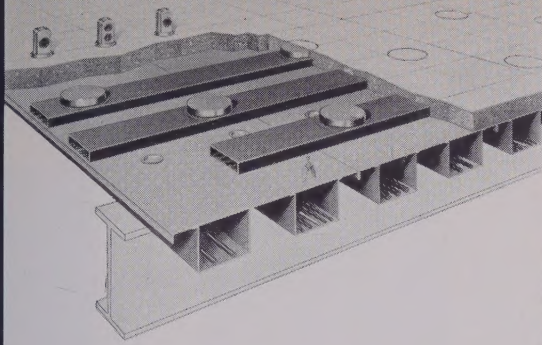
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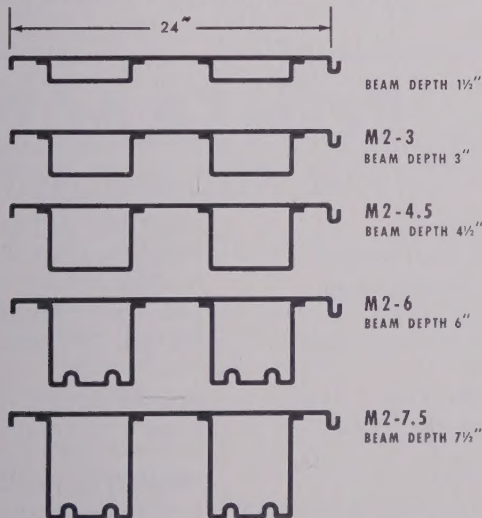




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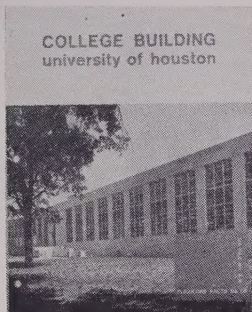
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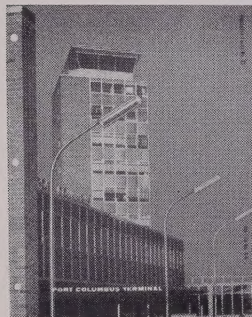
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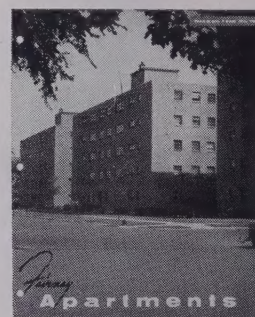
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## LETTERS

### BULLETIN:

Not only you may, but please do (send the Bulletin).

I have missed it, as it was my best chance to see architectural illustrations . . . not hard on my eyes.

Thank you for the compliment—"Distinguished Service," and also for your friendship. I have long valued it. I grieve over the loss of a dear friend, Hubertus Junius. — GOLDWIN GOLD-SMITH, FAIA, 4936 Bryce Avenue, Fort Worth 7, Texas

### TCH:

When I returned from Charlevoix yesterday I found a clipping on my desk that made me feel mighty good. While I was away, somebody said something nice about you—and gave you a book.

It's slight recognition for the great job you have done for architecture in this great area. But it's recognition and I'm glad.—HARVEY CAMPBELL, Executive Vice President, Greater Detroit Board of Commerce.

### BULLETIN:

A little over one year ago I received your letter of December 2, 1958 addressed to my Michigan address of record, 1143 Gladstone Drive, S.E., Grand Rapids. Your letter was a kind invitation to me to join the local chapter of the A.I.A. and the M.S.A.

I value my registration in Michigan greatly and appreciate your interest in extending the invitation to join our professional organizations there. The fact is, however, that I am also registered in Florida and have my office in Miami. I am a member of our professional and related organizations here and agree heartily with your comments regarding the value of these organizations to the profession and community.

I would be interested in receiving the publication of the M.S.A. comparable to "The Florida Architect" published by F.A.A. and would appreciate your assistance in initiating my subscription.—ROBERT J. BOEREMA, 7209 SW 58th Court, Miami 43, Fla.

### BULLETIN:

In comparison with most issues of the Monthly Bulletin, the Frank Lloyd Wright issue was an oasis in an architectural desert and much appreciated.

It seems unfortunate that our professional publication should, in so many cases, give recognition to some of the hum-drum, mediocre work done by some local offices. I'm sure most of the general public would look upon publication in the Bulletin as a sign of quality work and high professional regard. I for one feel you should be more selective in the work being featured.

If not enough good work is being done locally to fill twelve issues, why not devote three or four issues a year to feature the work and philosophy of men like Wright, Nervi, Saarinen, Corbusier, Yamasaki, Mendelsohn, etc., even if they are not all LOCAL.—DARIO BONUCCHI, associate, Detroit Chapter, AIA

**COVER:** by Mary Loring of Smith, Hinchman & Grylls Associates, Inc. under the direction of Frederick J. B. Sevald, AIA, Chairman of the General Design Committee.

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## Monthly Bulletin, Michigan Society of Architects, Volume 34, No. 3

including National

## Architect



### MONTHLY BULLETIN

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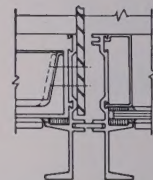
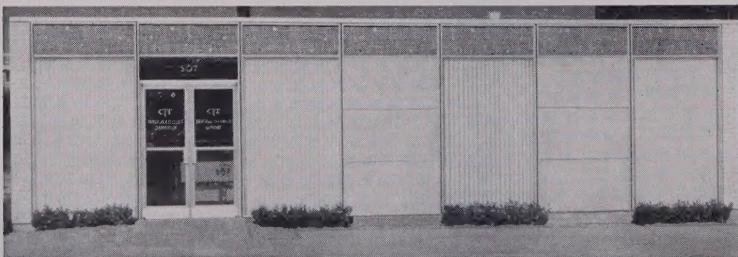


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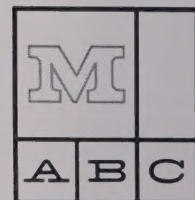
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**Interim Report  
Number Seven**

*By Walter F. Martens, FAIA, President  
January 15, 1960*

**To The Membership Of  
Council Member Boards:**

Your Council officers held the mid-winter meeting of the Council Board February 11 to 13 at Phoenix, Arizona. The principal item on the Agenda was the completion of plans for the San Francisco Convention of the N.C.A.R.B.

The Institute Convention for 1960 is scheduled for April 18 to 22, the week right after Easter. As usual our own Convention is set for the two days preceeding the Institute meetings but with Easter Sunday on the 17th your Board considered it inadvisable to transact our convention affairs on that day. Consequently our "Get Acquainted Session" will be on Friday, April 15th, the Convention will be in session on Saturday, April 16th, and Monday, April 18th, leaving Easter Sunday free for proper observance on the part of our delegates and friends.

The N. C. A. R. B. headquarters for the Conventoin will be the St. Francis Hotel where all our functions will be held. This is a fine hotel with 1000 rooms within easy walking or "cable-car" distance from the Mark Hopkins Hotel which will be the A. I. A. Convention headquarters.

Our Committee on Arrangements has been hard at work for the past three months. Their plans are well advanced for the luncheon, banquet and cocktail parties with good speakers, pleasant entertainment and willing sponsors. At the Phoenix meeting the Council Board worked out details for the various business sessions.

San Francisco as you all know, is famous as a city of charm, of history,

of the arts, of fine hotels and a wide variety of dining facilities, but above all, a city of friendly hospitality. In such an attractive setting, in our comfortable headquarters hotel, with the promises of interesting and helpful programs and relaxing social functions the N.C.A.R.B. Convention of 1960 should be a most enjoyable one for our delegates and friends. We urge you each to make your plans so you can be with us.

So much for the Convention. Briefly here are a few more items considered at Phoenix:

1. Financial Report and adoption of budget for year 1960.
2. Report as to Council contract with Franklin B. Kirkbride, Inc. and Bankers Trust Company of New York for the diversification of Council investments.
3. Report as to Council contract with the Educational Testing Services of Princeton, N. J. for the development of a two-hour objective test.
4. Formulation of an N.C.A.R.B. Code of Ethics.
5. The Thirty-Eighth Annual Report. This report covering the 1959 New Orleans Convention is now at the printers and printed copies should be mailed to each of you in the near future. It is regretted that this Report could not have been distributed sooner, but the unprecedented volume of work in the Oklahoma City office in preparation of Records and Certificates has left little time for the Annual Report.

**The Council Report**

Circular of Advice No. 3-59 replaces and amplifies former Circulars of Advice No. 3-53 and No. 7-57.

A rough draft of this document was presented to the New Orleans Convention by Mr. Yandell Johnson of Arkansas who serves as the very able chairman of a group of dedicated and hard-working men who make up the NCARB Com-

mittee on Documents. Full information on the reception afforded this document by the Convention, the subsequent discussion and the adoption of it subject to competent editing and design of format will be available to you in the Annual Report for which the Council Offices have just received the final galley proofs indicating that the Annual Report should reach you in the near future.

Following the Convention at the NCARB Board of Directors meeting in Duluth in August this document was further discussed. These discussions resulted in the inclusion in this document of steps toward changing the classifications of examinations from "Senior" to "oral" and from "Junior" to "written" with reference to the terms previously used. The discussions also resulted in better definition in this document regarding the training required prior to admission to the written examinations.

The Committee on Documents then met at the Council Offices in late September at which time all documents were studied for possible future revisions and the discontinuance of unnecessary documents. At this meeting a final review was completed of this document and arrangements have since been made to have this document printed in its present temporary format.

The temporary format is presently in use in order to get this document in use while studies continue on the establishment of a uniform typography for Council Documents since many will be subject to revision as a result of the detailed study this year of all documents by the Committee on Documents.

Circulars of Advice No. 3-59 and No. 4 are currently being forwarded to prospective applicants for NCARB Records or Certificates. Twenty-five (25) copies of Circular of Advice No. 3-59 are being forwarded to the Secretary of each member Board and additional copies are available from the Council Offices.



# Here's why "Separate Contracts on Mechanical" pay off for both owner and architect . . .

**T**HE complexity and extent of today's mechanical systems—of plumbing, heating, cooling and ventilation—makes the "mechanical" a major portion of any project. For this reason, many architects and engineers find it desirable to maintain a better and more direct control over mechanical systems, through separate bids. Additionally, they find that separate bids provide the following important advantages:

1. The architect can restrict the bidding list to those mechanical contractors he knows to be qualified. By doing so, he has added assurance that the work will be done properly . . . that schedules will be met . . . that he can better pinpoint responsibility, since various areas of responsibility are more clearly defined.

2. By restricting the bidding list to stable, qualified contractors, he can be assured that the contractor selected is capable of seeing the job through to completion . . . and that he will be on hand to handle guarantees.

3. When mechanical contractors bid as prime contractors, they just naturally bid tighter.

4. The elimination of bid shopping creates a better relationship between architect and "mechanical".

Naturally, we will welcome the opportunity to discuss additional advantages and savings in cost that are inherent in "separate bids" by the mechanical.



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Courtesy Houston Chronicle

**KARL KAMRATH, FAIA**

KARL KAMRATH, FAIA, of Houston, Texas, was offered an opportunity to become a tennis pro in 1934 by the tennis immortal Bill Tilden, but Karl turned it down because his bride couldn't accompany him.

Karl, instead, chose architecture as his life's calling. He has, however, won national recognition as an amateur tennis player and patron, as well as eminence in the field of architecture.

Today, for instance, he is president of both the Houston chapter of The American Institute of Architects and the Houston Tennis Patrons Association.

Although he is renowned as an architect, Kamrath has never abandoned his love for tennis. He has won three amateur national championships on grass courts. He and his son, Karl, Jr., won the national father-and-son tennis championship in 1953.

A University of Texas graduate, Kamrath joined a Chicago architectural firm after rejecting the chance to become a professional tennis star. Three years later he set up an architectural practice in Houston, eventually forming a partnership with Fred MacKie in the firm of MacKie & Kamrath.

Kamrath is perhaps the Southwest's chief exponent of the organic architecture of the late Frank Lloyd Wright. He is presently national chairman of the A.I.A.'s Frank Lloyd Wright memorial committee.

As engineer for San Antonio's Brooke Army Medical Center during World War II, Kamrath's interest was stimulated in hospital planning and design.

His firm has subsequently won a series of state and national awards in this field.

The firm won wide recognition for its part in planning the M.D. Anderson Hospital and Tumor Institute in the Texas Medical Center. Its work was one of only two American architectural exhibits in Moscow in 1959.

Other buildings designed by MacKie & Kamrath: The Texas Supreme Court Bldg. in Austin, Freeport's Dow Chemical Administration, Engineering and Research Center, the Humble Research Center on Buffalo Speedway, Temple Emanu El, Schlumberger Well Surveying Corp.'s administration building, and St. John the Devine Episcopal Church.

Kamrath is one of the architects to help design a national cultural center in Washington, D. C.

A frequent lecturer on architecture on United States university campuses, he holds many high offices in state, regional and national architectural societies, and was one of four architects chosen to study reconstruction planning for West Germany in 1954.

Born in Enid, Okla., in 1911, Kamrath grew up in Austin. Three of his children are now students at the University of Texas. Karl, Jr., 24, is on the Longhorn tennis team. Jack, 18, is a freshman. Daughter Eugenie, 20, a junior student, was women's tennis champion two years ago. The youngest boy, Tommy, 8, a student at St. John's School, has had three years of tennis tournament experience.

The family's aptitude for tennis probably traces to the fact the senior Kamrath was national boys champion at 15, and national intercollegiate doubles champion as a Texas University sophomore.

The Kamraths live at 8 Tiel Way in River Oaks, Texas.

The annual conference on Church Architecture, jointly sponsored by the Church Architectural Guild of America and the department of Church Building and Architecture of the National Council of Churches will be held at the Leamington Hotel in Minneapolis, Minnesota on May 3-4-5, this year.

Further details are available from H. E. Wagoner, AIA, Architects Building, Philadelphia, Pa.



**Prefab Steeple and Cupola**, First Presbyterian Church, DeLand, Fla. The late George H. Spohn, Architect; Henry P. Whitworth, Supervising Architect, Winter Park, Fla.

**MSA — SMCAD Industry Fund 1960  
Draftsmen's Competition Closes Mar. 15**



# Inside and Outside



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# CONVENTION PROGRAM

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## WEDNESDAY, MARCH 30, 1960

- 5:00 P.M. Registration  
Grand Ball Room Foyer  
Members: \$7.50  
Associate Members \$2.00  
Non-member Architects \$7.50  
Producers \$7.50  
Ladies, Architectural Employees and Students—  
Complimentary  
Package Pre-Registration—10% discount for  
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M.S.A. offers an evening of dancing and entertainment  
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## THURSDAY, MARCH 31, 1960

- 9:00 A.M. Registration continues  
Viewing of Exhibits
- 10:00 A.M. Annual Meeting,  
Reception Room (4th floor)  
Charles A. OByron, President, Presiding  
Introductions, Reports  
Keynote Address by Philip Will, Jr., FAIA,  
"A New American Institute of  
Architects for the 1960s"
- 12:00 Noon Luncheon—Grand Ball Room, \$3.75  
Charles H. MacMahon, 1st Vice President, Presiding
- 12:30 P.M. Ladies Luncheon—Complimentary  
Sheraton Room  
Glamour Program
- 1:30 P.M. Seminar—Grand Ball Room  
Subject—"Housing and Problems of the Aged"  
FILM: "A Place to Live"  
Moderator: Robert F. Hastings, A.I.A.  
Executive Vice President & Treasurer  
Smith, Hinchman & Grylls Associates, Inc.  
President, Detroit Chapter, AIA  
Panelists:  
Mrs. Mary K. Guiney, Planning Director  
Services of the Aging  
United Community Services  
Dr. A. Hazen Price—Chairman  
Metropolitan Detroit Committee on Aging  
United Community Services  
Miss Maude L. Fiero, Teacher and Sociologist  
J. M. Bayne, A.I.A.  
Smith, Hinchman & Grylls Associates, Inc.  
Harold Jack Begrow, A.I.A., Begrow & Brown
- 4:00 P.M. Viewing of Exhibits

- 6:15 P.M. Cocktails—Casino Room  
Courtesy: Producers Council, Michigan Chapter  
Admission by Dinner Ticket
- 7:00 P.M. Annual Awards Dinner—Grand Ball Room &  
Casino Room, \$6.00  
George B. Savage, 3rd Vice President, Presiding  
Award of Gold Medal by President, Charles A.  
OByron. Awarding of Draftsmen's Prizes
- 9:00 P.M. Dancing—Grand Ball Room  
Music by Don Pablo

## FRIDAY, APRIL 1, 1960

- 9:00 A.M. Viewing of Exhibits
- 10:00 A.M. Millionaires Party  
Courtesy: Producer's and Exhibitor's  
Coffee, Live Models, Ladies Invited
- 12:00 Noon Luncheon—\$3.75  
Clarence L. Waters, 2nd Vice President, Presiding  
Greetings from The American Institute of Architects from John Noble Richards, FAIA, Pres.  
Report from Chapter officers:  
Robert F. Hastings—Detroit  
Charles V. Opdyke—Western Michigan  
Vincent T. Boyle—Saginaw Valley
- 12:30 P.M. Ladies Luncheon  
J. L. Hudson Company, \$2.50
- 2:00 P.M. Seminar—Grand Ball Room  
Subject: "Housing and Problems of the Aged"  
Moderator: Robert F. Hastings, A.I.A.  
Panelists:  
Mark K. Herley, Assistant Director  
Assistant Director  
Detroit Housing Commission  
The Rev. Father Wilbur Suedkamp  
Director of Catholic Charities  
Dr. Mel J. Ravitz  
Director of Community Organization  
City Plan Commission  
Peter Vander Laan, A.I.A.  
Louis C. Kingscott, and Associates  
Harvey C. Allison, AIA  
of Alden B. Dow, Architect
- 4:00 P.M. Viewing of Exhibits
- 7:00 P.M. Michigan Building Industry Banquet  
Grand Ball Room, English Room, \$8.00  
President OByron, presiding  
Toastmaster: William Gillett  
Vice President, Fenestra, Inc.  
Speaker: Justin Wilson, Baton Rouge, Louisiana  
Drawing and Award for Exhibit Attendance  
PRIZE: TRIP FOR TWO TO BERMUDA  
Award of Citation to Exhibitors  
Adjournment

## ARCHITECTURAL EXHIBITION — 1960 MSA CONVENTION

SHERATON CADILLAC HOTEL—DETROIT

MARCH 30, 31, APRIL 1

An outstanding feature of the 1960 M.S.A. Convention will be a larger, more interesting exhibit of architecture and the allied arts, displaying the work of M.S.A. members and collaborating artists.

Increased exhibition facilities offered this year for the first time, promise to make this event more interesting than ever before.

Architects interested in submitting exhibits of buildings of particular interest, built in 1958 or 1959, are urged to notify Robert Yokom, 409 Griswold Street, Detroit 26, Michigan.



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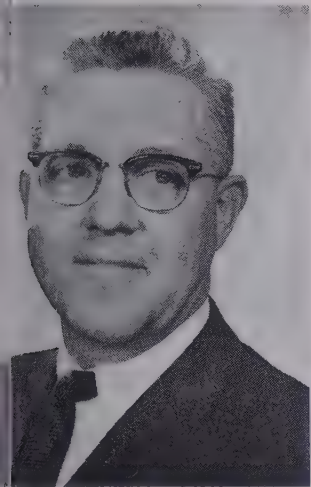
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ON CONVENTION PROGRAM: Mr. OBryon, President of the Society, will preside. Mr. Richards, President of The Institute, will speak at the Friday noon luncheon; Mr. Will will be the keynote speaker Thursday morning; Messrs Kastendieck and Smith will bring greetings from The A.I.A.; William Gillett will be toastmaster at the banquet; Mr.

Nelsen, Chairman Convention Committee; Mr. Hastings will be moderator at a seminar Thursday afternoon; Mr. MacMahon will preside at the Thursday luncheon, Mr. Waters at the Friday luncheon, Mr. Savage will preside at the annual awards dinner Thursday evening, and Mr. Moran is Vice Chairman, Convention Committee.



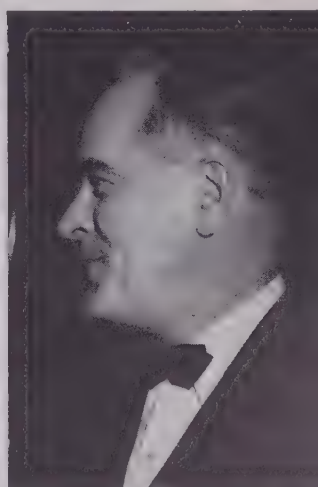
CHARLES A. OBRYON, AIA  
President  
Michigan Society of Architects



JOHN NOBLE RICHARDS, FAIA  
President  
The American Institute of Architects



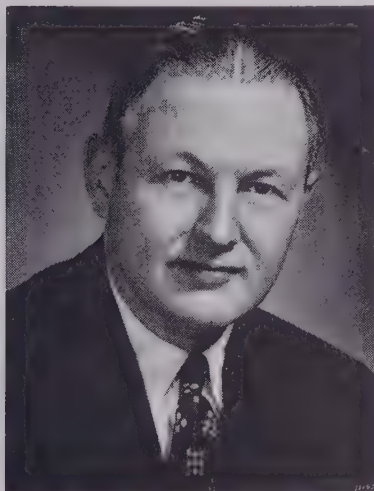
PHILIP WILL, JR., FAIA  
1st Vice President  
The American Institute of Architects



RAYMOND S. KASTENDIECK,  
Treasurer  
The American Institute of Architects



LINN SMITH, AIA  
Great Lakes Regional Director  
American Institute of Architects



WILLIAM GILLETT  
Vice President  
Fenestra, Inc.



LaVERN J. NELSEN, AIA  
Chairman, Convention Committee



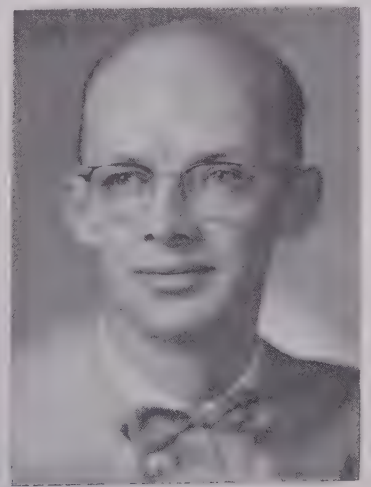
ROBERT F. HASTINGS, AIA  
President, Detroit Chapter,  
The American Institute of Architects



CHARLES H. MacMAHON, JR., AIA  
1st Vice President  
Michigan Society of Architects



CLARENCE L. WATERS, AIA  
Second Vice President  
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GEORGE B. SAVAGE, AIA  
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ARTHUR O. MORAN, JR., AIA  
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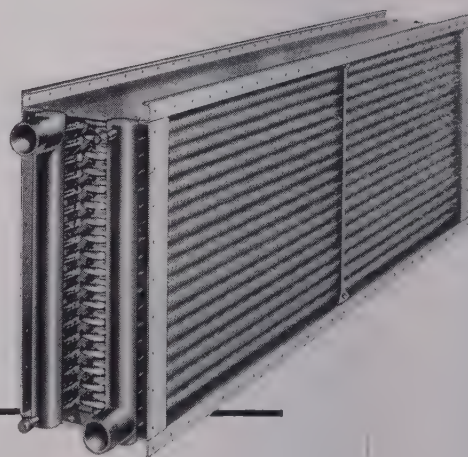
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## Seminars on "Housing and Problems of the Aging"

### Thursday P.M., March 31

MRS. MARY K. GUINEY is the planning director for Services to the Aging of the United Community Services of Metropolitan Detroit.

She graduated from Rochester (N.Y.) Institute of Technology, and completed graduate training at the New York School of Social Work, Columbia University.

During her many years of service with private and public agencies in the Detroit Metropolitan area, she gained broad experience in dealing with the problems of the aged.

She holds membership in several national organizations and committees concerned with the well-being of the aged, among them the Committee of Aging of the National Social Welfare Assembly, and the National Committee on Housing and Welfare.

DR. A. HAZEN PRICE, M.D., is a practicing physician in Detroit who is interested in older people and their problems. He is Chairman of the Committee on Aging of the United Community Services in Detroit and Chairman of the Geriatrics Committee of the Michigan State Medical Society.

MISS MAUDE L. FIERO, is a professor emeritus of Wayne State University.

From 1931 to 1955 she was assistant professor of Sociology at the University. She is associate author of the book, "Readings in Sociology."

JAMES M. BAYNE, AIA, a 1951 graduate of the University of Illinois, has been with the firm of Smith, Hinchman & Grylls Associates, Inc., Architects and Engineers since 1951, with the exception of a period with the U. S. Army Corps of Engineers. He has been in charge of the firm's many projects of housing for the aged. His title is Project Director.

JACK BEGROW, AIA, has a master's degree from the University of Michigan. He is a partner in the Birmingham firm of Begrow & Brown. In 1957 his firm won First Prize in the national architectural competition for the National Cowboy Hall of Fame in Oklahoma City. Mr. Begrow has made extensive studies in the design and planning of homes for the aging.

### Friday P.M., April 1

MARK K. HERLEY, Assistant Director of the Detroit Housing Commission, is a 1929 graduate of the University of Detroit, who has been in the service of the City of Detroit for 29 years.

Before going with the Housing Commission in 1943 he was with the Recreation and Welfare Departments.

THE VERY REV. MSGR. W. F. SUDEKAMP, Secretary for Charities, Archdiocese of Detroit, is a member of its St. Benedict's Parish, Highland Park. He was ordained in 1945, and assigned to St. Patrick's Parish, Detroit, where he was active in the establishment of Bosco House, a youth center.

He received his master of social work at Catholic University in 1951, and was appointed director of Catholic Social

Services of Oakland County the same year. He was assigned to the Catholic Charities office in 1953. He was named Papal Chamberlain in 1959 by Pope John XXIII. He has been active in the establishment and growth of Martin Kundig Center, a counseling center for the aging.

MEL J. RAVITZ, received his Ph.D. from the University of Michigan in 1955. He is now assistant professor of Sociology at Wayne State University and Director of Community Organization of Detroit's City Plan Commission.

He is active on several community committees and he has made valuable contributions in civic affairs.

PETER VANDER LAAN, AIA, a native of Rotterdam, The Netherlands, was educated at the University of Michigan, experienced in architects' offices in Grand Rapids and Kalamazoo. He is now Vice President of Louis C. Kingscott & Associates, Inc., Architects and Engineers, of Kalamazoo. He is a member of the Advisory Committee of the Commission on the Aging, of Kalamazoo.

He has served as President of the Western Michigan Chapter, AIA; as Secretary and Vice President of the Michigan Society of Architects.

HARVEY C. ALLISON, AIA, is a 1948 graduate of the University of Michigan. He has served as Secretary, Vice President and President of the Saginaw Valley Chapter, AIA; Director and Vice President of the Engineering Society of Midland, and a member of the City of Midland Building Board of Appeals. He is currently a Vice President of the firm of Alden B. Dow, Architects.



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March 30, 31, and April 1

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have a warm welcome for all  
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## Women's Activities

THE WOMEN'S ACTIVITIES for the 46th annual Michigan Society of Architects Convention to be held at the Sheraton-Cadillac Hotel, Detroit, March 30, 31 and April 1, are under the general Chairmanship of Mrs. Edwin Francis Noth and Vice Chairman Mrs. Hurless Edward Banks.

Heading special committees are Mrs. LaVern James Nelsen, Chairman and Mrs. Amedeo Leone Vice Chairman for Hostesses; Mrs. James Barr Morison Chairman and Mrs. Ralph Warner Hammett Vice Chairman on Arrangements and Favors. Mrs. William Henry Odell heads the committee Courtesy; Mrs. Frederick John Schoettley on Tickets and Mrs. Augusto Bini on Guest Artists.

Other committee members are Mrs. John Noble Richards, Mrs. Charles A. OBryon, Mrs. Robert F. Hastings, Mrs. Vincent T. Boyle, Mrs. Charles V. Opdyke, Mrs. M. Eugene Hannum, Mrs. Charles H. MacMahon, Mrs. Clarence L. Waters, Mrs. George B. Savage, Mrs. Gerald G. Diehl, Mrs. George W. Sprau, Mrs. Talmage C. Hughes, Mrs. Harvey C. Allison, Mrs. Lyall H. Askew, Mrs. Clifford E. Gibbs, Mrs. Clark E. Harris, Mrs. Earl G. Meyer, Mrs. Auldin H. Nelson, Mrs. David E. Post, Mrs. Louis G. Redstone, Mrs. Walter B. Sanders, Mrs. Malcolm R. Stirton, Mrs. Frederick E. Wigen.

Mrs. Paul B. Brown, Mrs. William Lyman, Mrs. Bruce H. Smith, Mrs. Philip N. Youtz, Mrs. Robert L. Freeman, Mrs. Gordon A. Belson, Mrs. F. Gordon Cornwell, Mrs. Claude D. Sampson, Mrs. Daniel W. Toshach, Mrs. Robert S. Gazell, Mrs. William A. Spears, Mrs. Arthur O. Moran, Jr., Mrs. Byron H. Becker, Mrs. A. Robert Bliven, Mrs. Paul Tilds, Mrs. Robert W. Yokom.

Mrs. Henry J. Abrams, Mrs. Allan G. Agree, Mrs. Charles N. Agree, Mrs. Donald C. Anderson, Mrs. Carlton D. Bell, Mrs. Robert E. Bingham, Mrs. L. Robert Blakeslee, Mrs. Christian W. Brandt, Mrs. J. Charles Burns, Mrs. Ernest J. Dellar, Mrs. George F. Diehl, Mrs. Clair W. Ditchy, Mrs. Anton Dohmen, Mrs. Walter M. Dole, Mrs. Joseph F. Dworski, Mrs. William M. Fernald, Mrs. Stanley Fleischaker, Mrs. Joseph N. French, Mrs. Frederick W. Fuger, Mrs. Werner Guenther, Mrs. Carl R. Habermas, Mrs. Maurice E. Hammond, Mrs. John T. Hillberg.

Mrs. Arthur K. Hyde, Mrs. Thurston R. Jahr, Mrs. Herbert W. Johe, Mrs. H. J. Keough, Mrs. Alex Krenciki, Mrs. Charles W. Lane, Mrs. C. T. Larson, Mrs. Norman J. Levey, Mrs. Maxwell Lewis, Mrs. Yoshizo Machida, Mrs. George Y. Masson, Mrs. Charles B. McGrew, Mrs. Kenneth A. Mitchel, Mrs. Richard Millman, Mrs. Alfred H. Mitschke, Mrs. Andrew R. Morison, Mrs. Gustave Muth, Mrs. William Muschenheim, Mrs. David W. Nesmour, Mrs. John L. Niles, Mrs. Frederick C. O'Dell, Mrs. Stephen S. Page, Mrs. C. William Palmer, Mrs. Suren Pilafian, Mrs. Harold Pine, Mrs. Sanford G. Rossen, Mrs. Louis Rossetti, Mrs. C. Allen Harlan.

Mrs. Henry W. Ruifrok, Mrs. Carl A. Scheufler, Mrs. Manning A. Seder, Mrs. Frederick J. B. Sevald, Mrs. Paul Sewell, Mrs. Robert Showfer, Mrs. Linn Smith, Mrs. Eberle M. Smith, Mrs. Frederick G. Stickel, Mrs. Robert L. Svoboda, Mrs. Berj. Tashjian, Mrs. Gaylord Watts, Mrs.



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MRS. EDWIN FRANCIS NOTH



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Emil Weddige, Mrs. Keith F. Weiland, Mrs. Robert J. West, Mrs. Vernon L. Wheeler, Mrs. David H. Williams, Jr., Mrs. Carlisle H. Wilson, Mrs. Barton D. Wood, Mrs. Urban Woodhouse, Mrs. Lyle F. Zisler, Mrs. C. Russell Wentworth.

Mrs. Roger Allen, Mrs. Wells I. Bennett, Mrs. Kenneth C. Black, Mrs. John O. Blair, Mrs. Harold Broock, Mrs. Alden B. Dow, Mrs. Robert B. Frantz, Mrs. Marshall Fredericks, Mrs. Raymond S. Kastendieck, Mrs. Adrian N. Langius, Mrs. Elmer J. Manson, Mrs. Charles J. Mock, Mrs. Jack K. Monteith, Mrs. Warren L. Rindge, Mrs. Eero Saarinen, Mrs. G. Walter Scott, Mrs. James A. Spence, Mrs. J. Robert F. Swanson, Mrs. Peter Vander Laan, Mrs. Minoru Yamasaki.



*if it can't pass these tests  
don't put it underground!*

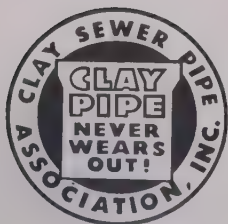
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THE DETROIT ARCHITECTURAL GOLF LEAGUE elected new officers at its annual meeting, February 22, at Jacoby's.

New officers for the coming year are: Ray McDonnell, President; Ben Rollason, Vice-President; Gene Makja, Secretary; Bill Caswell, Treasurer.

New committee chairmen were also elected. Heading the membership committee is Ed Samson; Rules, Chuck Burrows; Tournament, Jim Powers; Entertainment, Dick Miller; Finance, Tony Kross.

The league plans its first outing in April, but the date is not established.

Ed Samson and his Membership Committee of Bob Speigel, Dick McClurg and Chuck Martin are preparing an interesting campaign for new architect members. For further details call Ed at TI 6-8113.

The league intends to greet prospective members at the Michigan Society of Architects Convention at the Sheraton-Cadillac Hotel, March 30, 31 and April 1 with a beauteous Miss D.A.G.L. '60.

SEVENTEEN MEMBERS OF THE DETROIT CHAPTER, AIA have signified their willingness to serve as delegates to The American Institute of Architects annual convention in San Francisco, April 18-22, 1960. They are:

Robert S. Aitken, John O. Blair, Lynn W. Fry, Robert F. Hastings, Thomas H. Hewlett, Talmage C. Hughes, Owen A. Luckenbach, Philip J. Meathe, Earl G. Meyer, H. Augustus O'Dell, Louis G. Redstone, Walter B. Sanders, Esther Schwink, Frederick J. B. Sevald, Urban U. Woodhouse, Minoru Yamasaki, Philip N. Youtz.

The Chapter is entitled to 34 delegates, and we would be glad to hear from any others who are willing to serve at their own expense. However, the Chapter will not be deprived of its number of votes, as after registration has closed the number of delegates present are given the total number of votes to which we are entitled, so that each delegate will have one and a fraction votes.

PETER BLAKE, EDITOR OF THE ARCHITECTURAL FORM, will be the speaker at The Detroit Institute of Arts on March 15, 1960 at 8:00 P.M.. This is one of a series in the Institutes course of lectures.

Detroit Chapter will have no meeting of its own this month, but will instead join with the MSA in its Convention. We recommend that our members attend the Blake Lecture. Tickets, regularly one dollar will be 80¢ to architects.

# Still Time To Enter...

## 1960 MSA...SMCAD Industry Fund Draftsmen's Competition CLOSES MARCH 15 9 Cash Prizes Total \$1000

If you hurry there is still time to win Grand Prize of \$200... four 1st Prizes each \$125... four 2nd Prizes each \$75... Total Prizes \$1000. You can enter in one of four categories: Architectural, Structural, Mechanical or Electrical.

It is easy to win... SEE COMPLETE COMPETITION RULES IN THE DECEMBER 1959 BULLETIN or TELEPHONE FOR RULES AND ENTRY FOLDER. While it is most convenient to use regular printed entry form and they will be furnished promptly on

request a typewritten facsimile of the form as shown here will be acceptable. BE SURE TO READ COMPETITION RULES BEFORE SUBMITTING ENTRIES.

SEND ALL ENTRIES AND REQUESTS FOR RULES and ENTRY FOLDERS TO: William J. Rettenmier, Executive Secretary, Sheet Metal Contractors Association of Detroit Industry Fund, 224 McKerchey Building, 2631 Woodward Avenue, Detroit 1, Michigan... Telephone WOODWARD 3-1209.

### JUDGES BEING APPOINTED

Judges are being appointed as rapidly as acceptances are received. Men who have signified that they will serve as judges are:

L. ROBERT BLAKESLEE, AIA, Prof. Chairman Architectural Engineering University of Detroit

RALPH W. HAMMETT, AIA, Prof. School of Architecture & Design University of Michigan

M. EUGENE HANNUM Architectural Representative Armstrong Cork Co. President, Michigan Chapter Producers' Council

EDWARD R. HARRIGAN, President Harrigan & Reid Co.

KENNETH L. KIMMEL, President E. W. Ensroth Co. President, SMCAD Industry Fund

KARL F. KRAUS, JR., AIA Architect

ROBERT B. LYTLE Formerly Ass't. Chief Bureau Structural Engineering City of Detroit

FRANK E. NORTH Architects' Co-ordinator Detroit Edison Co.

EARL W. PELLERIN, AIA, Professor Head of Architectural Department Lawrence Institute of Technology

LEO I. PERRY, AIA Architect

WILLIAM J. RETTENMIER Executive Secretary SMCAD Industry Fund

MAURICE V. ROGERS, President Maurice V. Rogers Co.

GEORGE L. W. SCHULZ, AIA Head School Architect Detroit Board of Education

### ENDORSER'S AND COMPETITOR'S ENTRY FORM

The Michigan Society of Architects 1960 Competition for Draftsmen Sponsored by the Sheet Metal Contractors Association of Detroit Industry Fund.

The undersigned certify that the attached entry

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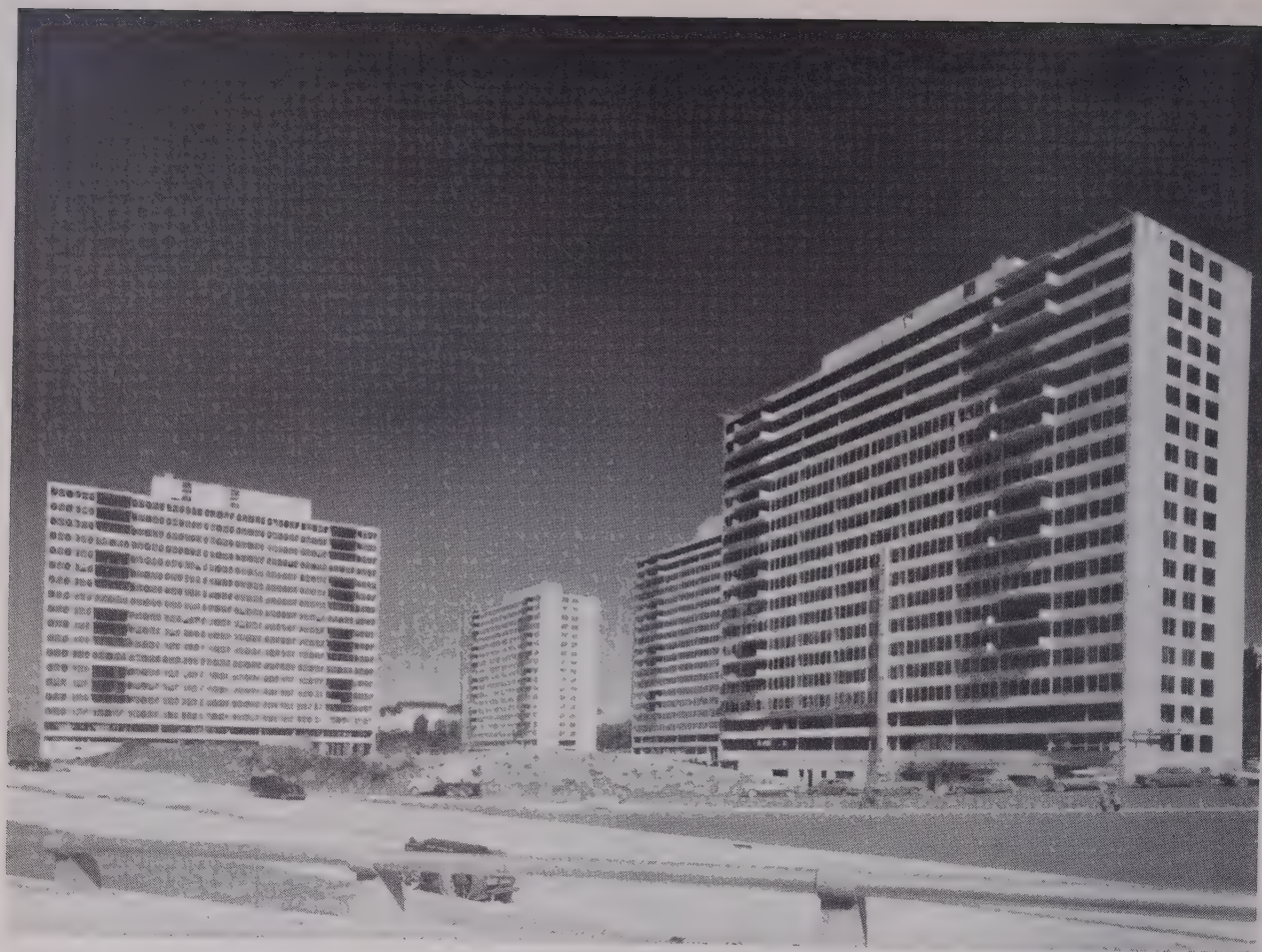
ARCHITECTS NAME

is in compliance with the rules of the MSA 1960 Competition for Draftsmen.

Signed: \_\_\_\_\_ MSA Endorser

Signed: \_\_\_\_\_ Competitor





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The engineers used *ultimate strength design* because they believed this procedure to be more consistent with actual structural behavior and more realistic in

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The design of the columns on this project demonstrated dramatically the economy of materials achieved by using *ultimate strength design*. Engineers everywhere are finding *ultimate strength design* is quick and easy when they use procedures, data and design aids now available.

*Parke Towne Place Apartments. Architects: John Hans Graham & Associates, Washington, D.C.; Milton Schwartz, AIA, Philadelphia. Structural Engineers: Dorfman & Bloom, Philadelphia. General Contractors: Parkway Triangle Construction Co., Philadelphia.*

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## Ten Areas for Better Design

By William Lyman, AIA

I recall a student who came to study under Walter Gropius twenty years ago. This man had been trained under the Beaux Arts and had practiced for a good number of years. He was now returning to academic life, at considerable inconvenience to himself where he hoped, in a year's time to master the art of modern architecture. He came looking for a "formula" but he did not find it.

His biggest battles, so it seemed to him, was with symmetry; he just couldn't stay out of its grasp, regardless of the type of building he was designing. At the time of this story we were designing a city hall for one of Boston's suburbs. As usual our Beaux Arts classmate had ended up with a symmetrical parti (no reason why not) although he had started the problem with every intention of doing otherwise. But here he was, back in the old familiar mould, and in a moment of forgetfulness, or possibly resignation, he had sketched a cartouche above each of his two side entrances. Gropius eventually got around to his desk and exclaimed, "I see you have laid another egg!"

All of us will admit to an "egg" or two; except for the late Frank Lloyd Wright I have never met an architect who considered himself to be perfect. Unfortunately we are laying a large number of "eggs" to which no one will admit. It would be overly generous to state that for every good building designed by an architect there is also a poor one. This is not too surprising at a time when the nation as a whole is lacking a common social purpose; there has been hopeless confusion regarding our goals ever since the end of World War II. But this is no excuse for turning out poor buildings; it is all the more reason why architects should strive to do a better job.

If one general recommendation were to be made, it would be to do a lot more thinking before we do any drawing; we

are always too anxious to get on with the job. Specifically, there are at least ten areas where we could improve our architectural performance.

1. **We must give more attention to local climate in evolving the basic conception of our buildings.** Climate is a timeless factor in architecture which is not affected by advances in building technology. We must recognize this factor as being ever present, a major determination in the evolution of an indigenous architecture.
2. **We must find ways of making our buildings belong to a given site.** We must look harder to our sites for clues to the basic spatial organization of our buildings, particularly where sites are small and there are adjacent structures to be taken into account. When necessary we must be willing to sacrifice individualism to gain harmony of the whole.
3. **We must think more about the space surrounding our buildings.** We need to design them from a greater distance, to think more about how people will react as they approach them. We must remember that the great buildings of the past were notable as much for their treatment in space as for the buildings themselves.
4. **We must concentrate on overall ideas rather than isolated parts in the early development of our buildings.** This requires that we maintain a broad perspective and that we understand the meaning of the term "organic architecture. We must learn more about people's reactions to different types of space.
5. **In its final development we must direct our minute attention to all the details of a building.** We must seek greater quality and consistency of the whole; in both design and execution we must strive for perfection. This requires that we recognize the limitations of field labor, particularly in the architectural trades.

6. **We must do a better job of functional planning.** This requires that we develop our programs in greater detail and that we think beyond the stated limits of the problem. We must remember that most people must judge a building on its usefulness.
7. **We must experiment with structure not as an end in itself but in response to a specific architectural need.** We should avoid abstract speculation, striving rather for a direct solution to the problem. We must abandon the notion that structure must be expressed; this decision has to be made in each problem.
8. **We must do a better job of selecting materials.** This requires thinking more about people and their need bond with nature; new materials have tended to sever this bond. We must keep in mind the two extremes: using one natural material in many different ways and using everything in the book.
9. **We must seek to simplify the construction process through better integration of building elements.** We must do more than give lip service to this word "integration." The responsibility in this area rests more with the architect than with the engineer or the manufacturer of building materials but the challenge is there for all three.
10. **Lastly, we must think more about architectural expression, the ultimate goal in architecture.** We need to define our problem before we rush into it; what feeling are we trying to create? Our buildings suffer from a sameness and monotony that little bespeak their variety of purpose; they mirror the shallow conformity that characterizes our society.

These ten points do not constitute a "formula"; there is no easy short cut in architecture. All we can do is work to the best of our capabilities, ever questioning our own thinking, humble in the realization that we may yet reach the threshold of a great age in architecture.

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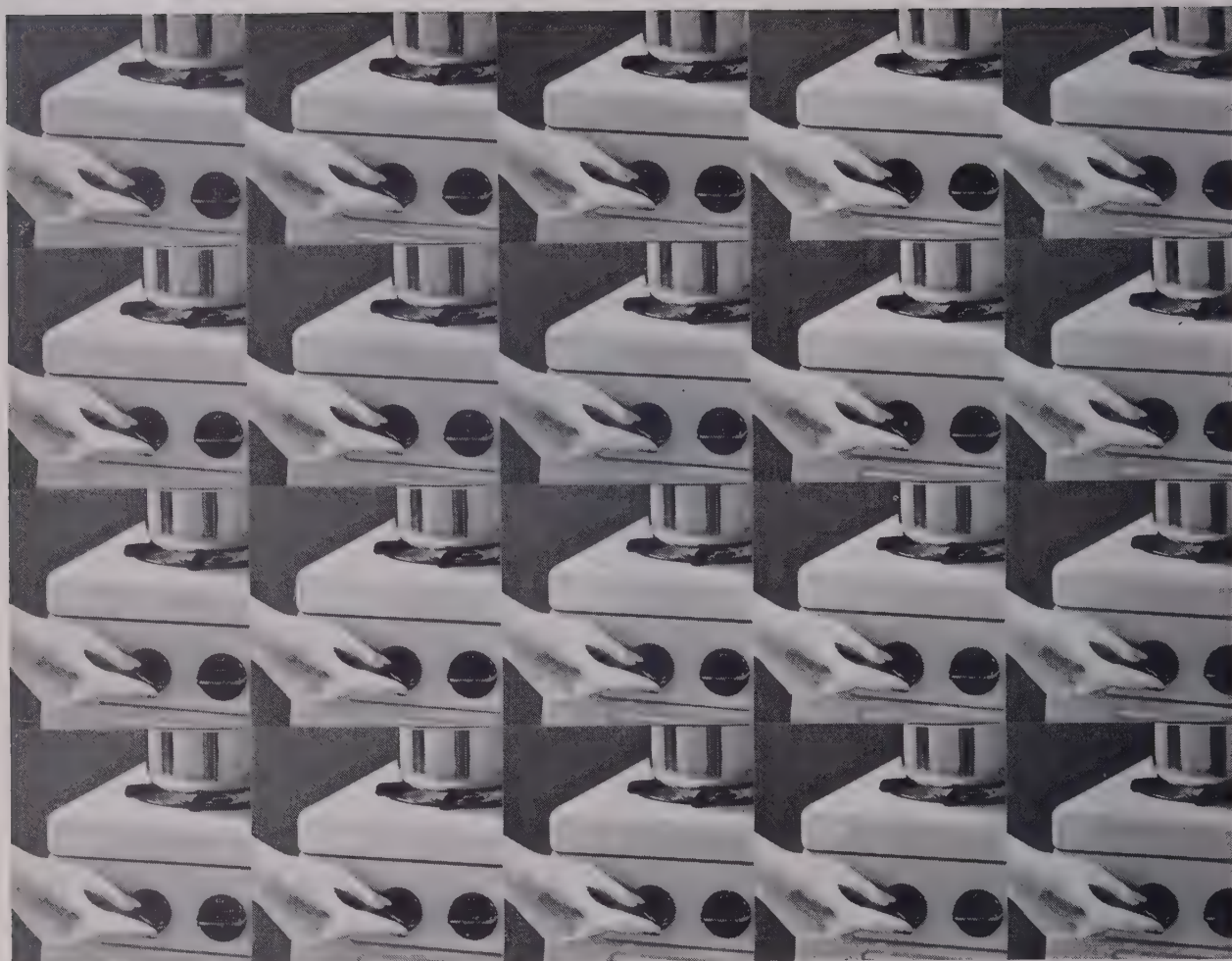
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# WHAT PRICE RECOGNITION

*By Louis G. Redstone, Architect A.I.A.  
From The Michigan Professional  
Engineer*

**About the author:** Mr. Redstone is registered as an architect in Michigan, Ohio, Illinois and with the National Council of Architectural Registration Boards. He is a member of the AIA and MSA; a member of the Executive Committee of the Pan-American Federation of Architects; Chairman of the Professional Advisory Committee, MSA. He has served as a Delegate to: the Pan-American Congress of Architects in Caracas, Venezuela 1955; Convention in Reciprocal East-West Architectural Influences in Tokyo, Japan 1956; International Congress of Architects held in Moscow, Soviet Union, 1958.

There has been a great deal of feeling among architects and engineers that their profession has not received the esteem and respect it deserves. At least, it certainly does not seem to be on a par with the medical and legal professions. Perhaps one of the reasons for this, is the lack of understanding by the public of what the architects and engineers are doing. In contrast to medicine and law nearly everyone at one time or another, has had direct contact with the doctor and lawyer. In other countries, this lack of direct contact with the general public is offset by the architects' and engineers' participation in the political, public and communal life. I am writing this article with the purpose of analyzing their status in other countries and of evaluating what can be done here at home to improve the situation.

## Status in Other Countries:

Some of the direct benefits in South American countries are reflected in the high prestige which the titles of architects and engineers carry. In Uruguay, one of the senators is an architect. The former mayor of Buenos Aires is an engineer. One of the two candidates for the presidency of Peru was an architect. In their own work, the names of the architect and engineer are invariably inscribed on a bronze or stone plaque on each building for all to see, almost as a signature to a work of art. (This, however, has its disadvantages too: an architect or engineer may not want to look back on his less "successful" work 20 years later!)

In the Soviet Union also, architects and engineers enjoy a very high standing and their training and education are taken very seriously. To be accepted to the college, entrance examinations must be taken. The deciding factors for his acceptance are: (1) excellence in free hand drawing and (2) inclination toward design and mathematics. Here it is interesting to note that about 50% of the profession are women. The architects' and engineers remuneration from the State is comparatively high. The professors of architecture and engineering are in the top income bracket. All of the profession is organized into the Union of Architects, with each city having its own club house. The highest professional honor is to become a member of the National Academy. In order to qualify as a candidate to the National Academy an applicant must submit a written thesis. Membership in the Academy is equivalent to becoming a Fellow in the A.I.A. here. The same procedure applies for the engineers.

## Prestige and Responsibility:

Coupled with this greater prestige given architects and engineers goes the commensurate greater responsibility connected with their buildings. Structure failures are punishable by prison terms, if it is proven in court that structural design calculations are faulty. It may even mean expulsion from the Architects' Union. This greater responsibility of the profession, by the way, is true for many South American countries as well. While visiting Mexico City, after the 1957 earthquake, I saw news headlines regarding the trial of an architectural building inspector held responsible for the death of three persons in a collapsed building.

In Japan, the architectural and engineering professions are just beginning to become recognized on a par with the professions of law and medicine. Until recently, the master carpenter was the important person in designing and constructing homes, also the smaller wooden public structures. Now, compulsory architectural registration is the law. However it has been in effect just a few years. There are two classes of registrants: Class "A" has a right to design any type of structure throughout Japan, while the class "B" registrant may design only wooden structures and can only practice in his immediate area. The architectural school of the University of Tokyo is considered the best among a half dozen schools, two of which are in Kyoto. Due to the slow pace of new construction, young architects find it difficult to be absorbed in architectural offices. They take jobs in engineering firms, which do the big construction jobs and employ large staffs of architects and engineers.

Very often the shop drawings are prepared right in the field offices on the construction premises. In Japan too, the responsibilities of the architect and engineer are great. I learned of one architect who designed a school which collapsed half way during construction. It was found that the cause of the collapse was faulty design and since he could not pay the costs of rebuilding, he was sentenced to prison.

In the young State of Israel, architects and engineers have to submit their diplomas from accredited schools to the City Council before they can practice. The City Council has the right to reject any building plans which do not conform to the Zoning Ordinances and good architectural design. Although Israel has an abundance of qualified architects and engineers, both from abroad and from their own Haifa Technion (the M.I.T. of Israel), the professions are held in high esteem. Competitions for public and government buildings are held frequently, thereby encouraging new talent.

**OUR problem is "What can be done HERE to raise the level of prestige and respect?"**

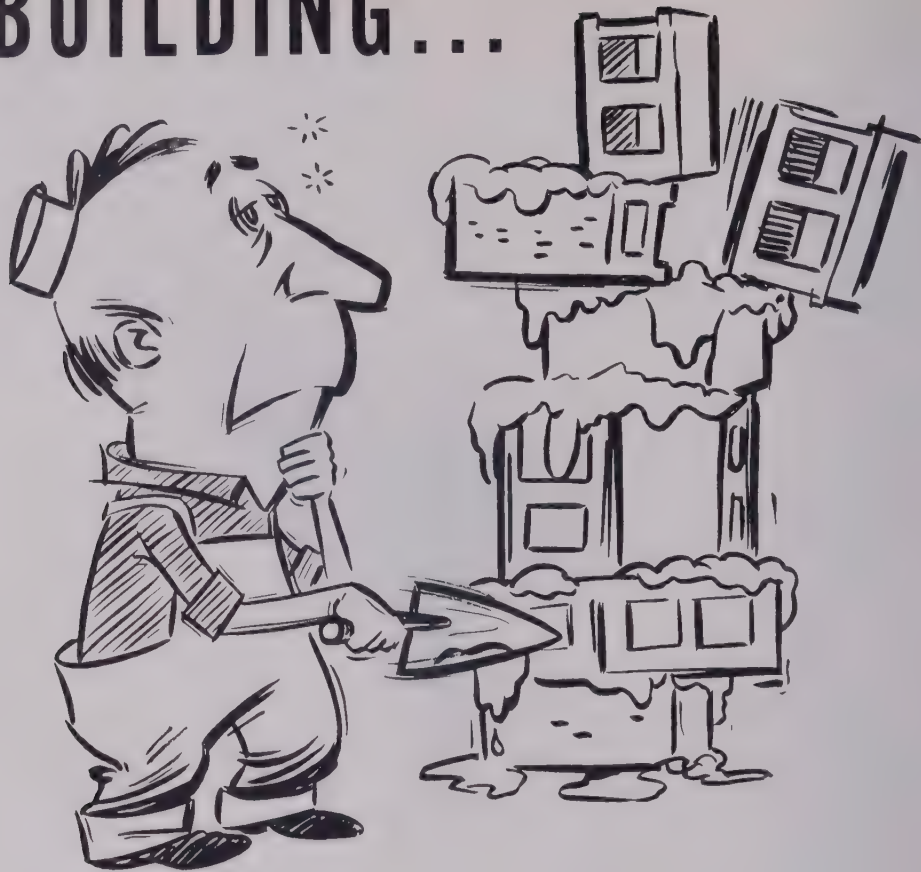
It would seem to me that some of the practices in other countries could serve as a useful lesson to us. The architects and engineers can show their public responsibility by actively participating in the life of their own community. This could be done in various ways. Architects and engineers can offer, for instance, advisory services for urban redevelopment programs, transportation techniques, roadways, water and drainage facilities, etc. Another effective way to bring new professions to the forefront of communal life is to encourage the cultural interchanges with professionals on a national and international scale. We have been woefully neglectful in returning invitations to professionals in other countries, who have been hospitable hosts at all international conventions and congresses. In those countries, the government pays the bill. We here will have to so impress our State Department with the importance of our professional interchanges that subsidies will be forthcoming, or else we have to secure the needed funds from private sources.

The sponsoring of international trade fairs by the professional societies would also put the professions in the forefront. More and more our professionals should take the leadership in every vital field. **By giving of ourselves, we will gain stature for the profession.**

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## Dave Williams Retires



DAVID H. WILLIAMS, JR.

PROF. WILLIAM MUSCHENHEIM, AIA, HOWARD HAMMARSKJOLD, CHARLES SCURLOCK AND BURTON KAMPNER, AIA have been awarded second prize in an international competition for buildings designed for the campus of the Middle East Technical University, near Ankara, Turkey.

The award of \$2,800 was made from entries from 11 countries.

Prof. Muschenheim has been at the College for the past nine years, the others are graduates of the College. Hammarskjold is practicing in Ann Arbor, Scurlock and Kampner are with the firm of Eberle M. Smith Associates, Inc., of Detroit.

GERALD G. DIEHL, AIA, of the Detroit firm of Diehl & Diehl, Architects, has been appointed a member of the National Committee on Awards and Scholarships of The American Institute of Architects.

Duties of the Committee are to foster a closer relationship between architects and artists allied with them.

Diehl is a past president of the Detroit Chapter, AIA and is now Secretary of the Michigan Society of Architects.

FRANCIS E. GRIFFIN, a member of the Detroit Chapter, American Institute of Architects, now teaching at Booker Washington Institute, Liberia, West Africa, is also assisting in the country's building construction program.

In the program are government buildings, including a president's mansion; hotels, schools, shops and housing.

Griffin was formerly a member of the Detroit firm of White & Griffin, Architects.

EDWARD X. TUTTLE, SR., AIA has become a Vice President of Charles Luckman Associates, Planners, Architects & Engineers, in Charge of the firm's Office at 24 E. 51st Street, New York City.

A member of the Detroit Chapter, The American Institute of Architects, Tuttle was formerly a Vice President of Giffels & Rossetti, Inc., Architects and Engineers, of Detroit.

David H. Williams, Jr., AIA has retired from the Detroit firm of George D. Mason & Company, Architects, after 42 years with the firm, the last 11 of which were as president.

Eugene T. Cleland has been elected President of the Company; Robert W. Yokom, Vice President and Albert C. McDonald Secretary-Treasurer.

Mr. Williams was a designer for George W. Graves, Detroit architect, and for Robinson & Campau of Grand Rapids. He began with George D. Mason, FAIA in 1917, was made vice president in 1920 and president in 1948. His designs for Detroit's Masonic Temple, the world's largest, and for Central Woodward Christian Church both received first places in Detroit Chapter's Honor Awards competition.

Following the depression in the early thirties, he was treasurer of the Detroit Chapter and he worked out a plan to save the Chapter from financial disaster. He served as president of the Chapter and made further contributions to the profession and to the public. He has also made valuable contributions to the Michigan Society of Architects, having served on its Board. In 1959 he was made a member emeritus of the organizations.

Mr. Williams has contributed materially to the advancement of students and draftsmen, by conducting a course in building construction at the University of Michigan and through the Atelier Thumb Tack in Detroit. He has lectured on church architecture before many groups and has otherwise aided in good public relations for the profession of architecture.

He has been civic-minded and has assisted in matters pertaining to the improvement of our city. He has been on the advisory committee of the Univer-

sity of Michigan. During World War II he made valuable contributions while serving his government with W. P. A. in the Michigan office in Detroit.

One of his firm's recent outstanding projects was the Kirk in the Hills, in Oakland County, sketches for which were begun by the late Wirt C. Rowland, AIA. When it was dedicated in 1958 it received national recognition in magazines and locally as a "Medieval Masterpiece—an ancient abbey near Detroit." In its full-color feature, Look Magazine said, "The Presbyterian parish of Bloomfield Hills, near Detroit, recently dedicated a church aptly described as 'a sermon in stained glass and stone.' Called the Kirk in the Hills, it is a reconstruction of renowned Melrose Abbey, in Scotland, the cradle of Presbyterianism.

"This re-creation of thirteenth-century Gothic splendor took 10 years to build and cost \$5 million. Each of its 47000 limestone blocks was hand-carved and numbered for a specific position. An entire forest was purchased for the perfectly matched woodwork. Set like a religious bastion among 200-year-old oaks, the Kirk in the Hills translates into architecture its theme: 'A mighty fortress is our God.'"

THE UNIVERSITY OF MICHIGAN, COLLEGE OF ARCHITECTURE AND DESIGN announces its graduate fellowships for 1960-61 as follows:

The Albert Kahn Fellowship, sponsored by Albert Kahn Associated Architects and Engineers, Inc., of Detroit and carrying a \$1000 stipend, is awarded annually to a student of ability and promise but in need of financial assistance to carry on graduate work.

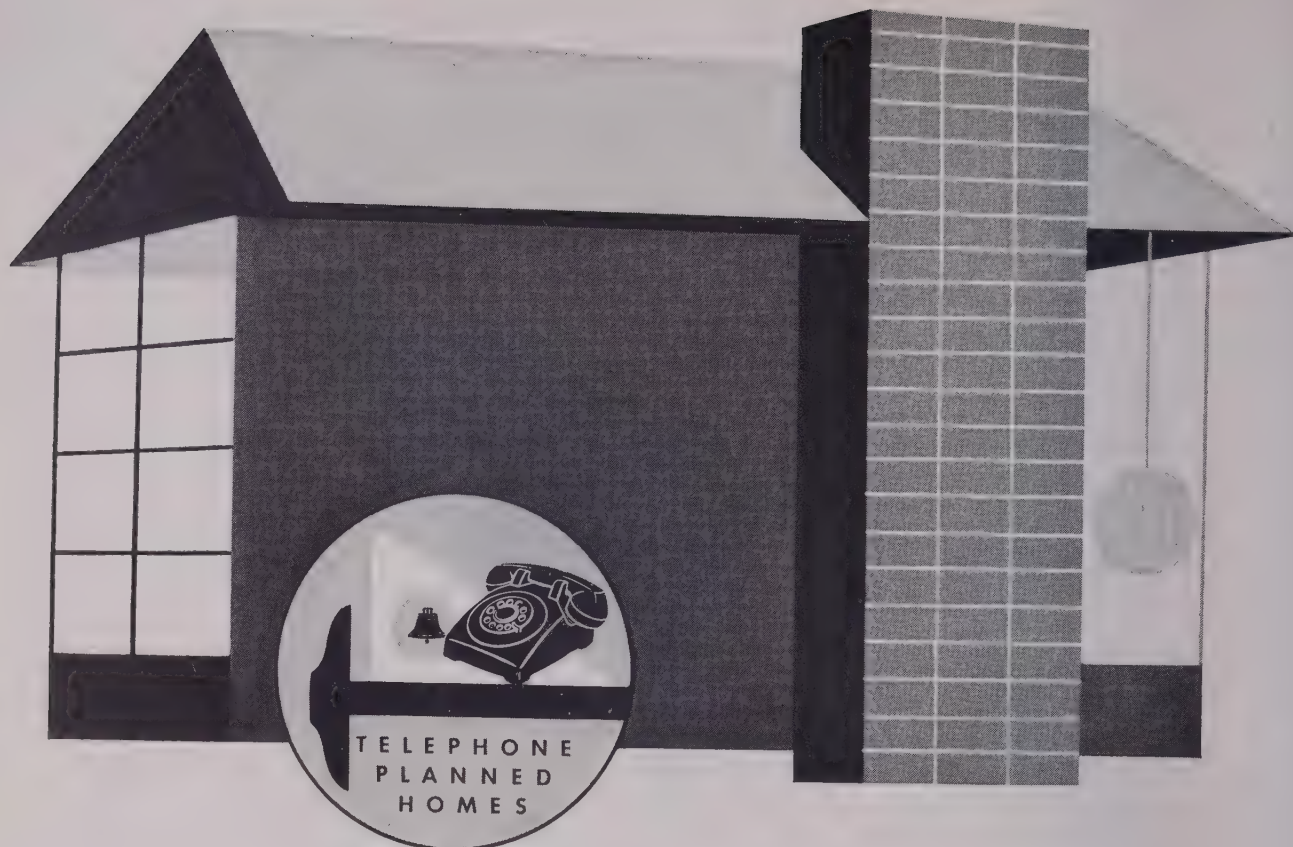
The George G. Booth Traveling Fellowship of \$1500 is awarded annually for foreign travel to a graduate in architecture from the University of Michigan who will not have reached the age of 30 in the calendar year in which he applies.

Up to four teaching fellowships are awarded annually in the field of architecture and planning. The student is required to teach six contact hours per week and to be a candidate for the Master's Degree in architecture or planning.

The Architecture Alumni Scholarship will be awarded annually to a student of outstanding ability and promise for graduate work in architecture. The applicant must hold a degree of bachelor of architecture or equivalent from an accredited school of architecture in the United States.

Application forms may be obtained from the Chairman of the Department of Architecture, U. of M., Ann Arbor and they must be returned by April 1, 1960.





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A SURVEY OF ARCHITECTS' OFFICES in the Detroit area indicates a good year in 1959 and an optimistic attitude toward 1960.

Seventeen offices report their current year's volume of work totaling \$661,250,620.

AIA Monthly Bulletin, Michigan Society of Architects conducted the survey among more than 200 offices in the area.

Ernest S. Azary, of Ypsilanti, reported \$5,000 for Ypsilanti Township recreation building at \$29,000 and fire hall at \$26,000.

Harold H. Fisher & Associates have recently completed, under construction or plans in progress for approximately \$7,500,000 worth of church work throughout Michigan.

Giffels & Rossetti, the world's largest architect-engineering firm, has put in place this year \$225,000,000 in projects, one of which is the convention hall and exhibits building in Detroit's civic Center, scheduled for completion next year, and costing upwards of \$54,000,000.

Harley, Ellington & Day, Inc. had more than \$40,000,000 volume of business during 1959, only slightly less than in 1958. Alvin E. Harley, FAIA, vice president, says "the year 1960 will see new records set in almost any category. The overall advance should be about 6% or 7% over 1959."

Merritt & Cole, who specialize in churches, have about \$2,500,000 of projects in that field.

Suren Pilafian lists five projects in schools and religious buildings amounting to \$5,700,000.

Louis G. Redstone reports a busy year in design and supervision of shopping centers and other commercial buildings. His outlook for 1960 is six to seven million dollars.

Walter J. Rozycki has completed or under construction \$3,500,000 in schools, religious and other types of structures.

Eero Saarinen has close to \$100,000,000 in current work in this country and abroad.

Leonard G. Siegal has recently completed or in progress about \$1,000,000 of contracts.

Smith, Hinchman & Grylls Associates, Inc. reports more than \$183,000,000 in the U. S. and Korea.

Tarapata & MacMahon have about \$4,000,000 in work, mostly schools.

Paul Tilds & Associates have completed more than \$2,50,000 worth of construction, with another \$3,500,000 under construction. This work consists of community centers, clubs, apartments, motels and other types of commercial and industrial buildings.

Wakely, Kushner Associates report \$12,000,000 in work completed this year, under construction or planning, covering a wide range of types.

Clifford N. Wright & Associates report \$3,700,000 in contracts, about one third of which is residential.

Jack Weston Yops has \$1,126,000 in projects in churches, schools and other types of buildings.

Looking to 1960, the architectural profession in the Detroit area is preparing for a continuing high level of activity in both residential and non-residential fields.

MICHIGAN SOCIETY OF ARCHITECTS has appointed committees for 1960, it is announced by Charles A. OBryon, Society President, as follows: (The first-named is chairman.)

Executive—C. A. OBryon, Charles H. MacMahon, Jr.; Clarence L. Waters, George B. Savage.

Administrative—Charles H. MacMahon, Jr., George W. Sprau, Earl G. Meyer, Gerald G. Diehl, Frederick E. Wigen, Harvey C. Allison.

Public and Professional Relations—Clarence L. Waters, Malcolm R. Stirton, Lyall H. Askew, David E. Post, Auldin H. Nelson.

Educational and Research—George B. Savage, Clark E. Harris, Clifford E. Gibbs, Walter B. Sanders, Louis G. Redstone.

Membership—Harvey C. Allison, Bruce H. Smith, Phillip C. Haughey, Vincent T. Boyle.

MSA 1960 Convention — LaVern J. Nelsen, Arthur O. Moran, Vice Chairman.

Michigan Building Industry Banquet—James B. Morison, Talmage C. Hughes.

Midsummer Conference — Clifford E. Gibbs, Chairman.

Audit—Charles H. MacMahon, Jr., Clarence L. Waters, George B. Savage.

Administrative Study—Charles H. MacMahon, Jr., Peter Vander Laan, Walter B. Sanders, Eberle M. Smith, George W. Sprau, James B. Morison, Linn Smith.

Legislative—Malcolm R. Stirton, Robert F. Hastings, Robert W. Yokom, Paul A. Brysselbout, James A. Spence, Peter Vander Laan, Adrian N. Langius.

Professions and Industry Relations—Lyall H. Askew, Paul J. Ketelhut, Paul B. Brown, Carl C. F. Kressbach, Arthur J. Zimmermann, William A. Spears, Herman J. Klein.

Michigan Health Council—Auldin H. Nelson, Louis G. Redstone, David B. Post.

APELSCOR—Philip N. Youtz, Earl G. Meyer, alternate.

Great Lakes Regional Conference—Frederick E. Wigen; Charles H. MacMahon, Jr., alternate.

Chapter Representatives — Earl G. Meyer, Clifford E. Gibbs, David E. Post.

Reports to Chapters—Gerald G. Diehl, Earl G. Meyer, Clifford E. Gibbs, David E. Post.

Michigan Association of the Professions—Elmer J. Manson, two year term; Frederick E. Wigen, one year term.

School Buildings — Clark E. Harris, Eberle M. Smith, Frederick E. Wigen, Joseph T. Daverman, Peter Tarapata.

Biddle House Restoration—Adrian N. Langius, Roger Allen, Clair W. Ditchy, Willard E. Fraser, Harry W. Gjelsteen, Clark E. Harris, Louis C. Kingscott, Talmage C. Hughes.

Preservation of Historic Buildings—Charles W. Strieby, William E. Kapp, Emil Lorch, Ralph W. Hammett.

Registration Act—Walter B. Sanders.

Facilities for the Aging — Robert F. Hastings, Peter Vander Laan, Jack W. Brown, Robert B. Frantz.

Pan American Congress—Louis G. Redstone, Charles A. Blessing, Eberle M. Smith, David E. Post, Frederick E. Wigen.

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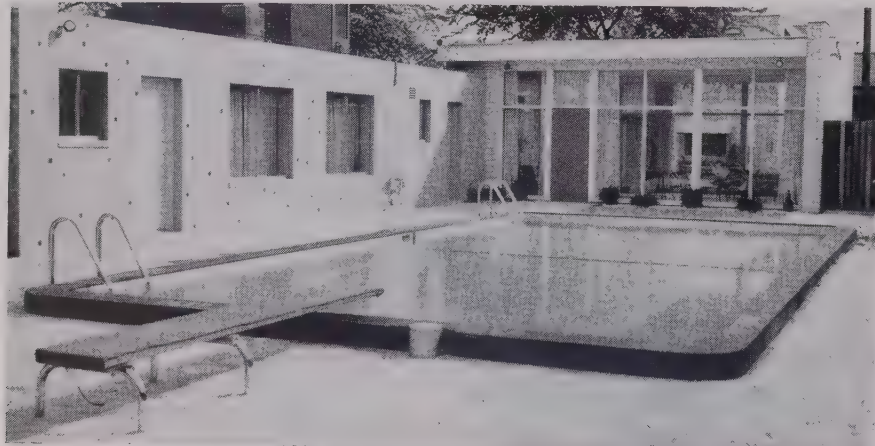
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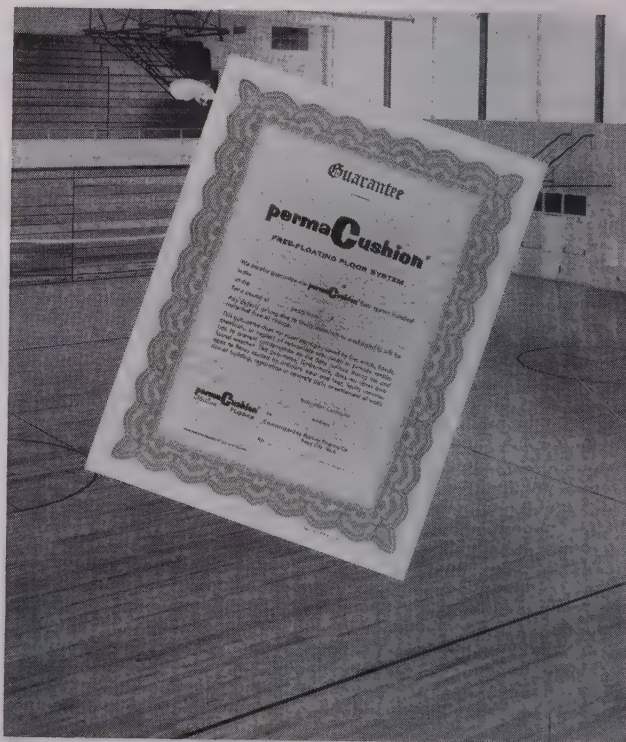
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TALMAGE C. HUGHES, FAIA, executive secretary of the Detroit Chapter of The American Institute of Architects and The Michigan Society of Architects will attend a meeting of chapter executives at the Institute headquarters in Washington, D. C. on March 21. Concerning the meeting, Edmund R. Purves, FAIA, executive director of the Institute wrote:

"It has long been felt that it would be of mutual advantage of the component executives and of ourselves to hold a meeting to discuss problems and to acquaint ourselves with each other and with our procedures and policies."

EDWARD M. NEWMAN, AIA has moved his office from 8710 W. Chicago Boulevard, Detroit to 1710 Lone Pine Road, Bloomfield Hills, Mich. The new telephone number is MAYfair 6-7188.

Newman, a 1951 architectural graduate of the University of Detroit, was employed by leading architectural firms in the Detroit area before entering his own practice.

THE 1960 SCHOOL BUILDING ARCHITECTURAL EXHIBIT at the annual convention of the American Association of School Administrators at Atlantic City, February 13-17, 1960 contained 20 school buildings in Michigan, done by the following architects:

Clark R. Ackley, of Lansing; Gordon Cornwell of Traverse City; J. & G. Davenport Co. of Grand Rapids; Dolgner, Rollason & Rokicki, Detroit; Warren Holmes Co. of Lansing, Jahr-Anderson-Machida of Dearborn, Kainlauri, MacMullan & Associates of Ann Arbor, Louis C. Kingscott & Associates of Kalamazoo, Charles W. Lane Associates, Ann Arbor; Manson-Jackson-Wilson & Kane of Lansing; Earl G. Meyer, Detroit; Perkins & Will, Chicago; Lewis J. Sarvis, Battle Creek; Eberle M. Smith Associates, Inc., Detroit; Linn Smith Associates, Birmingham; Smith & Smith, Royal Oak; Tarapata-MacMahon, Birmingham; Wakely-Kushner Associates, St. Clair Shores; Wheeler, Becker & Sando, Inc., Detroit; Wyeth & Harman, Inc., Port Huron.

Receiving citations were Perkins & Will for their Loy Norrix high school in Kalamazoo, and Eberle M. Smith Associates, Inc., for its Oscoda (Mich.) Senior High School in Oscoda, Mich.

JOHN V. SHEORIS, AIA has transferred his membership in The American Institute of Architects from the New York Chapter to the Detroit Chapter.

Sheoris recently became chief designer for the Detroit firm of Harley, Ellington & Day, Inc., Architects and Engineers.

Michigan Society of Architects announces the schedule of its meetings for the year ahead, as follows:

March 30, 1960 at the Society's annual convention, Sheraton-Cadillac Hotel, in Detroit.

April, no meeting; May 12, Ann Arbor; June no meeting; July 14, Country House, 7 Mile Road and Telegraph, Detroit; August 12, Grand Hotel, Mackinac Island; September 19, with Western Michigan Chapter (place to be determined); October, with Detroit Chapter, AIA (exact date and place to be determined); November 21, with Saginaw Valley Chapter, AIA (place to be determined); December 15, Detroit (place to be determined).

EERO SAARINEN AND ASSOCIATES, ARCHITECTS, of Birmingham, Mich., received a First Honor Award for its U. S. Embassy Office Building in Oslo, Norway, in The American Institute of Architects 1960 Honor Awards program.

MEATHE, KESSLER & ASSOCIATES, INC., ARCHITECTS, of Grosse Pointe, Mich., received an Award of Merit for its Mount Clemens Public Housing project.

The awards will be presented at the Institute Convention in San Francisco April 18-22, 1960.

Walter F. Garstecki and Raymond G. Jepson have been made emeritus members of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects.

Garstecki, now living in Fort Lauderdale, Fla., was recently retired by the State Administrative Department, Building Division, in Lansing.

Jepson, of 20202 Picadilly Road, Detroit, was recently retired from the City Engineer's office, City of Detroit.

WILLIAM L. JAMES, ARTHUR C. PENZ, JR. AND RODERICK E. WARREN have been elected to membership in The American Institute of Architects and assigned to its Detroit Chapter.

James received his professional education at the University of Michigan and is a draftsman with the architectural firm of Colvin, Robinson & Associates of Ann Arbor.

Penz, is a graduate of Detroit Institute of Technology and is chief draftsman with the Detroit firm of George D. Mason and Company, of Detroit.

Warren, is a graduate of the University of Michigan and started his own practice of architecture in Detroit in June 1959.

DONALD H. McPHERSON, RALPH PIERCE and DONALD R. YOUNG have become associate members of the Detroit Chapter, American Institute of Architects.

McPHERSON, of St. Clair Shores has been elected as an associate member of the Detroit Chapter, American Institute of Architects.

McPherson received his Bachelor of Architecture at the University of Michigan and is a draftsman with Leo M. Bauer & Associates of Detroit.

Pierce, of Detroit has been elected an associate member of the Detroit Chapter, American Institute of Architects, Bruce Smith, chapter treasurer, has announced.

Pierce is a graduate of Northwestern University and is a member of the firm of Pierce and Wolf, consulting engineers.

Young, of Birmingham has been elected associate member of the Detroit Chapter, American Institute of Architects.

Young, received his professional education at the University of Illinois, Detroit Society of Arts and Crafts and Lawrence Inst. of Technology. He is a draftsman with the architectural firm of Dezur and Reese of Bloomfield Hills.

SOL SILVER, AIA has transferred his membership in The American Institute of Architects from the Detroit Chapter to the Northern California Chapter.

Silver, a 1951 graduate of the College of Architecture and Design, University of Michigan, had been employed by the Detroit firms of Harley, Ellington & Day, Inc., and Giffels & Rossetti, Inc.

His present address is 621 Sausalito Blvd., Sausalito, Calif.

DONALD F. RICHARDS, of Detroit, has become an Associate member of The Detroit Chapter, American Institute of Architects, it is announced by Talmage C. Hughes, Executive Secretary.

Richards is a graduate of both Michigan State University and the University of Illinois. He presently is an architect-in-training with Hurlless E. Bankes, A.I.A., Detroit Architect.

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PROFESSOR WILLIAM MUSCHENHEIM, A.I.A., of the College of Architecture and Design, University of Michigan, will be the speaker at a meeting of the Michigan Academy of Science, Arts and Letters, in the auditorium of the Architecture building, Ann Arbor on Friday, March 25 at 10:00 A.M. His subject will be "Education for Architecture."

Professor Muschenheim will show slides he made on a year's tour of this country and Europe gathering information on methods and standards of education in architecture. Architects and others interested are invited to attend. There will be no charge for the lecture.

LOUIS G. REDSTONE, A.I.A., of Detroit, has been appointed to the Committee on International Relations by John Noble Richards, President of the American Institute of Architects. The duties of the Committee are to promote the best interests of the Institute in its dealings with foreign architects and architectural societies throughout the world. Mr. Redstone is also a member of the Executive Committee of the Pan American Association of Architects and has attended International Conferences in Caracas, Tokyo and Moscow.

## Leo J. Cowley

Funeral services for Leo John Cowley, noted architectural designer and delineator of ecclesiastic structures were held at the R. G. and G. R. Harris Funeral Home, 4251 Cass Avenue, Friday, February 26 at 10:00 A.M., with burial in Mt Olivet cemetery.

Mr. Cowley, who died at his home in the Palms Apartments, 1001 E. Jefferson Ave., Detroit, February 23, at the age of 69, was born in Kingston, N. Y., February 23, 1890.

He was employed by leading architects of New York City, and for many years he had served with architects in the Detroit area.

Surviving is his wife, Louise.

OTTO L. WARADY, AIA has transferred his membership in The American Institute of Architects from the Detroit Chapter to the Long Island Society Chapter.

A native of Brooklyn, N.Y., Warady attended Lawrence Institute of Technology, in Detroit and worked for architectural firms here and in New York City.

## R. I. Edwards

A few days before Christmas 1959, Mr. R. I. Edwards, Jr., died very unexpectedly after thirty years of active personal association with the building and construction industry as a manufacturers' representative for the Detroit and Michigan area. Some of the architectural works he was particularly pleased to have had a part in building were: The Ford Museum by Derrick and Gamber Architects, The Detroit Historical Museum by William E. Kapp's office, and the Kirk of the Hills Church from George D. Mason Co. He was also of service on numerous military, industrial, public and private projects over the years, and enjoyed the enduring friendship of so many people in the contracting and architectural field. Mr. Edwards held responsible duties in civic, professional, and Church organizations to which he was deeply devoted. He is survived by Louis A. Edwards, a brother and member of the Detroit Chapter AIA.

MSA — SMCAD Industry Fund 1960  
Draftsmen's Competition Closes Mar. 15

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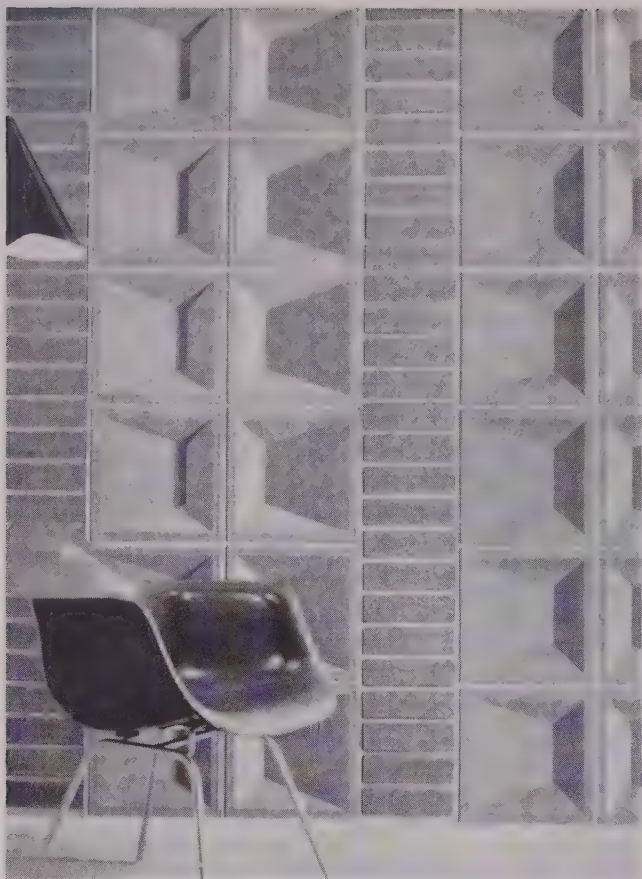
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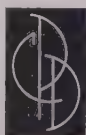
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# Selling an Architect

## An Address

By John Noble Richards, FAIA, President,  
The American Institute of Architects.

To The Detroit Architectural Sales Representatives' Institute

Jan. 14, 1960

I am gratified to take part in the Detroit Sales Representatives' Institute, one of the many good projects sponsored by the Michigan Chapter of the Producers' Council. You have had an excellent program, so far, this morning!

During the past year, I have been traveling, talking to architects and many other groups from—New York to Portland, Oregon, and from San Juan, Puerto Rico to Milwaukee, Wisconsin, and points in between.

Speaking of Architects, the AIA has 13,250 members in 132 chapters in 13 districts in the U. S. and Hawaii—a Board of 18 members, which include 13 Directors and 5 Officers. The Headquarters of the AIA is in Washington, D. C., at the Famous Octagon property. A staff of 57 hard-working and conscientious people attend to the details of administration, communication, and coordination of our organization.

The AIA has some 40 National Committees, and a great many Regional and Local Committees. All are working on all manner of projects—for the benefit of Architects, the profession of Architecture, and the building industry.

The AIA has 13 Regional meetings—usually held in the Fall of the year. These are small conventions of 200 to 300 Architects, who are cordial and friendly, and come to these meetings for educational and technical advancement—and entertainment.

There is a Building Products Exhibition at each one of these conferences. The Producers' Council is an excellent organization. I am pleased and proud that the AIA founded the Producers' Council over 20 years ago. Our Ted Coe, who recommended Producers' Council to the AIA, and had a great deal to do with its organizational set up, is still on our Staff—at 84 years of age.

We are gratified—those of us in the AIA—that Producers' Council is such an important organization in the construction industry. We appreciate your advice, counsel, and assistance in our problems—today.

We appreciate, too, the work of the Construction Specifications Institute. They are working toward the objective of developing better specifications and thus are a great benefit to the construction industry.

We are on the threshold of the most fantastic era of growth and change the world has ever seen.

I want to discuss with you, for a few moments, the fantastic growth and change which we know will have to take place

here in these United States to accommodate our vastly growing population.

This is not a matter of speculation, but is a cold and a somewhat frightening fact. The babies we will have to house, educate, hospitalize, transport, provide with living and working space and places for worship, are already born.

How much will we have to build? The down-to-earth and experienced economists of the F. W. Dodge Corporation have just given us an answer in their construction outlook for 1960 and beyond:

By the year 2000—only a forty-year mortgage away—we must build a second United States—and then some. We must double all the structures that now exist. And the job must be done before the children born in 1959 reach middle age.

Never in the long history of our profession have we, in the building industry, faced such an awesome responsibility and such unprecedented opportunity. We must bring this vast and scattered building industry together. And I am glad to report to you that we of the AIA through long conferences and much constructive give-and-take are making notable progress in this direction.

We must secure the understanding, the leaders of industry, commerce and goodwill, and the active cooperation of labor. Here, too, we are moving forward.

But most importantly, perhaps, building the second United States requires the understanding and constructive support of the devoted men and women who do so much to make our democracy work. I speak of those serving on our school boards and in the legislative and administrative branches of local, state, and federal government.

Fortunately, the challenge of what has already been called the "soaring sixties" does not start with a sudden noisy bang on January First.

The developments of the decade just ending give us a good indication of the potentials and problems of the new decade to come. The future has already begun.

In the past decade we have built housing for at least 12 million families. Not all of it is good. Most of our suburban homes were built without benefit of professional architectural design.

But I am happy to say that both home-builders and architects are becoming increasingly aware of this deficiency. As a result we know we will do better in the sixties.

In the past ten years we have added



Walbridge & Bell Photo

JOHN NOBLE RICHARDS, FAIA

25 million new cars and trucks—25 million additional problems for our cities and highways. Traffic congestion and downtown decay is a staggering problem. But we are beginning to come to terms with it. In the beginning of this past decade, community planning and urban renewal was but a vague dream. Today there is hardly a city in the country which does not have an active renewal scheme—some of them already realized.

Many of our cities—or at least their inner cores—are in a state of decay. They are paralyzed by the deluge of motor cars. As Wilfred Owens says in his book "Cities in the Motor Age," "Americans have made up their minds to live in Metropolitan areas and ride in automobiles. This attempt to be urbanized and motorized at the same time has been less than a complete success. The combination is destroying both the benefits of cities and the advantages of the private car."

In many cities, every effort is being made to pamper the private car to provide more parking space for it, to make more room for it by widening our streets, to cater to it by "one waying" our main avenues, regardless of the havoc caused to our patterns of living, to our buildings, to our trees, to our quiet and comfort, and to our rights as human beings.

Lack of proper traffic planning in our cities, I might add, is also ruining good architecture. When actually built, most of the pretty models we admire in the picture pages of the architectural magazines, are little more than backdrops for parking or used car lots.

To be sure, there have been some gestures in the direction of urban renewal. We also have a national highway program on which we will spend some hundred billion dollars in the next 15 years.

But to date this program shows every sign of adapting the city to the automobile, rather than the automobile to the city. Highways are slashing up communities and dumping more and more carbon monoxide into the city center.

The result of all this is a mass migration of the higher and middle income groups from the city out into the suburbs. This metropolitan explosion keeps tearing up woods and green space, polluting water, choking traffic, ruining real estate values and spoiling human habitation in general.

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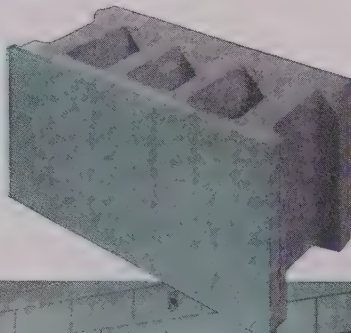
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we can tear down the old ones. Well over a hundred million Americans now live in 174 standard metropolitan areas, consisting of a central city or core, with 50,000 or more people in surrounding suburbs. About 60 million of us live in these cores. Forty-eight million have escaped them to suburbs.

By 1975 our total population is estimated to be somewhere around 215 to 225 million and 70 per cent of this increase is likely to be in the metropolitan areas.

City dwellers and urbanites are already living in a man-made mess. We are already getting crowded in this vast land of ours. Space is becoming our **most precious commodity**.

With the vast population increase, this can become far worse unless there are some radical changes.

Unless we find ways to preserve and utilize our remaining open space by proper planning, new ways of designing high density housing, and proper land conservation, the song "America the Beautiful" will become a mockery. As I have said many times, it is not enough that our cities and suburbs keep growing and expanding. It is vital that they also be beautiful and livable—Unless we organize our space, we may suffocate in a morass of ugliness, noise and confusion . . . for if democracy fails to provide for its citizens a good life, in a healthy environment, democracy will have failed—period.

Shocking as this statement may be, it is not new. Appeals for a better-planned, more beautiful America have been made many times before. Nor will I deny that in many of our cities there are some notable efforts. I will not deny that government—local, state and Federal—is, fortunately, slowly beginning to take an interest.

But the overall picture is still one of widespread apathy.

Talk about planning—talk about a human environment—talk about beauty in our cities, and you meet with a general shrugging of shoulders.

Only ingenious design and planning, in contrast to our accustomed ways of hectic helter-skelter expansion, can turn the needed accommodations for our vastly expanding population into lasting architecture and a livable environment.

There are going to be some 34 or 35 million more of us ten years from today. It will not be easy to find room for them in our large population areas without destroying our remaining countryside and parkland. Space, we are beginning to find, is our most precious commodity. We simply can no longer clutter up our available space with improvisations, short-cuts, or temporary solutions. We can no longer afford such luxury of waste. It will be difficult enough to tinance all the housing, the highways, the utilities and facilities and—since our worst troubles are the little ones—the needed schools for our children.

Let's dwell on this subject for a moment.

You are all familiar with the statistics:

Since World War II more than 45 million children have been born in our country. Their education requires five hundred thousand new classrooms in the next seven years. At the current rate, the bill for these classrooms is somewhere around seven billion dollars. And more children are born every day. More schools become obsolete and some are becoming dangerous firetraps which must be replaced.

This is an enormous burden on us who must pay for these schools with our tax money—and an enormous challenge to the building industry.

Let me state that community rehabilitation and community planning is a civic responsibility not only of the design professions, but also of our entire industry.

Assumption of this civic responsibility is nothing more or less than enlightened self-interest.

I say to you that the building industry must be as concerned with the future of the physical environment of Americans, with the liveability of our cities and suburbs, as the automobile industry is with research, transportation and highway construction.

We can no longer afford to be content that building business is good. We can no longer afford to be complacent about the fact that the future for building looks bright, as it does for this year.

We know, for instance, that in the coming decade, Americans will build and rebuild to the tune of 50 cities the size of Boston.

But as we rejoice in this fact, let us face this challenge in the full knowledge that it will be up to us whether these 50 Bostons will be so many slums of the future, or the kind of cities Americans travel to Europe to see.

This, Gentlemen, is your challenge, in addition to Selling. Go back to your homes this evening, look at your community. Are there planning and rehabilitation efforts under way? If so, study them, criticize them—if you have constructive criticism. At any rate, get behind them. They require the help and advice of this great construction industry.

Now—Let's talk about Selling An Architect. A few years ago, I took a Dale Carnegie course. One of the visiting speakers was Richard Borden, who made a strong impression on me, with his six (6) practical principles of salesmanship. They are good common sense, and they still fit.

**Don't try to do all the talking yourself.** Your potential customer, the Architect, wants to talk too! If you would win your point, be a good listener first and good talker second. By a thoughtful expression and intent demeanor, encourage your customer to talk. Make him realize that your listening is real and appreciative. Let him have his say—even if he cuts down on your own speaking time.

**Don't Interrupt** — Right in the middle of the Architect's comments. You may perceive a rare opening for rebuttal. Don't do it! Interruptions are risky, they almost invariably irritate, no matter how graciously or how cleverly effected.

**Avoid An Argumentative Attitude that is beligerently positive.** In your manner of delivery be smooth, in the phrasiology of your assertions, unvarying moderate. When you want to emphasize a point, do so by increasing the earnestness of your tone, not its volume, by wording your statements with greater precision, not with less moderation. Opinions are rarely changed by over-positive affirmations.

**During the first half of an attempt to convince or persuade, inquire rather than attack.** Start by questioning—by having your customer tell you why he thinks he is right.

He then discharges practically all his

heavy ammunition during the first half, and thus during the second half he listens to you with the same receptiveness and spirit you previously accorded him.

**Restate clearly and fairly in your own words the gist of each point your customer advances—as soon as he advances it.** This will forestall his natural tendency toward repetition. He will be satisfied to advance each of his points just once, and then be willing to rest on his oars while you talk.

**Identify your main attack with one key issue — then stick to that issue.** Don't digress. Don't digress yourself — and don't follow your customer into a digression. Practical experience, as well as the experimentation of psychologists, has proved that the only feasible way to change an opinion within the time limit of a single argument is to keep hammering at that one key issue.

So much for Borden's principles on Salesmanship. Now some specifics on "How To Sell The Architect." First—you have telephoned the Architect for an appointment. Now—you are at the door of the Architect's office, and you realize that he is a very busy man who must conserve his time in order to give his attention to the various details of his profession. Therefore, be brief and to the point, and be thoroughly familiar with the materials and products which you are selling. Be reasonably familiar with similar competitive products. Organize your exhibits and papers so you will not waste time. Know your catalogs so you can find all information and provide answers when questions are asked.

Have data on price, delivery, and other information at your finger-tips. Catalogs, letters, test data, and advertising matter should be of file size, in order that they may readily be found in a standard filing cabinet. Management and the advertising departments of any company would do well to listen to their Salesmen, and the Salesmen should, in turn, make suggestions so that they are provided with the necessary materials and information to make their presentation to the Architect as effective and concise as possible.

Catalogs should bear the Standard AIA filing number, and if advertised in "Sweets", they should also be given a "Sweets" filing number. Most unorganized stuff goes into file #67, which is the waste-basket.

Stay in the reception room or front office.

Hold your voice to a natural conversational level.

Recognize the fact that there may be similar merchandise of other manufacturer's available, which, based on unbiased opinion, may be equal or even superior to the product you are selling.

State your case with brevity, and assurance, and let the Architect decide the true merit of the product. You must realize that the Architect perhaps has been recommending to his clients and specifying competitive merchandise for years that has given excellent service and satisfaction. The Architect will generally base his opinion and acceptance of a product on all or part of these qualifications:

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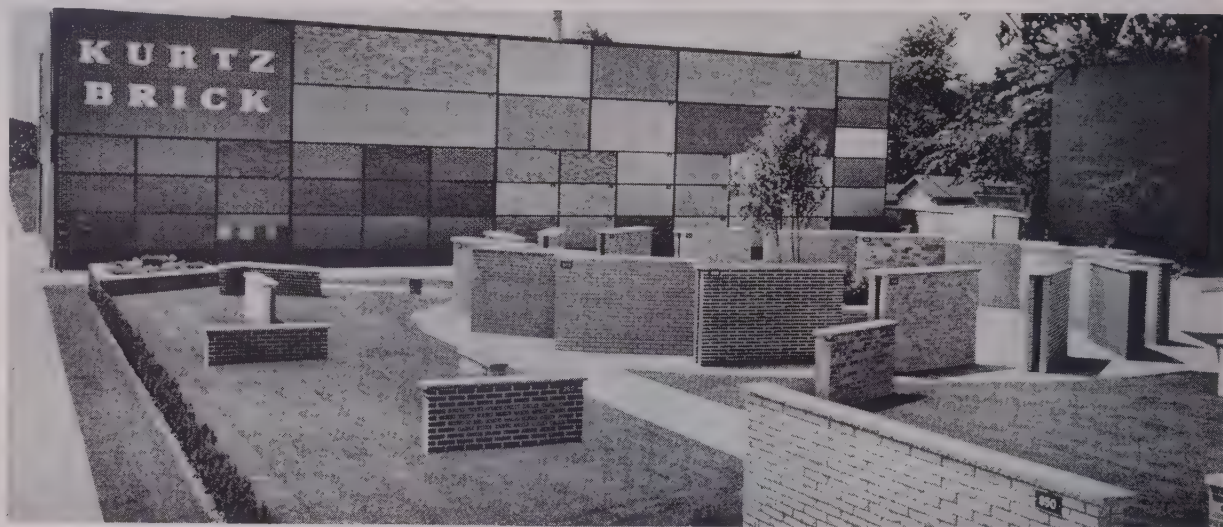
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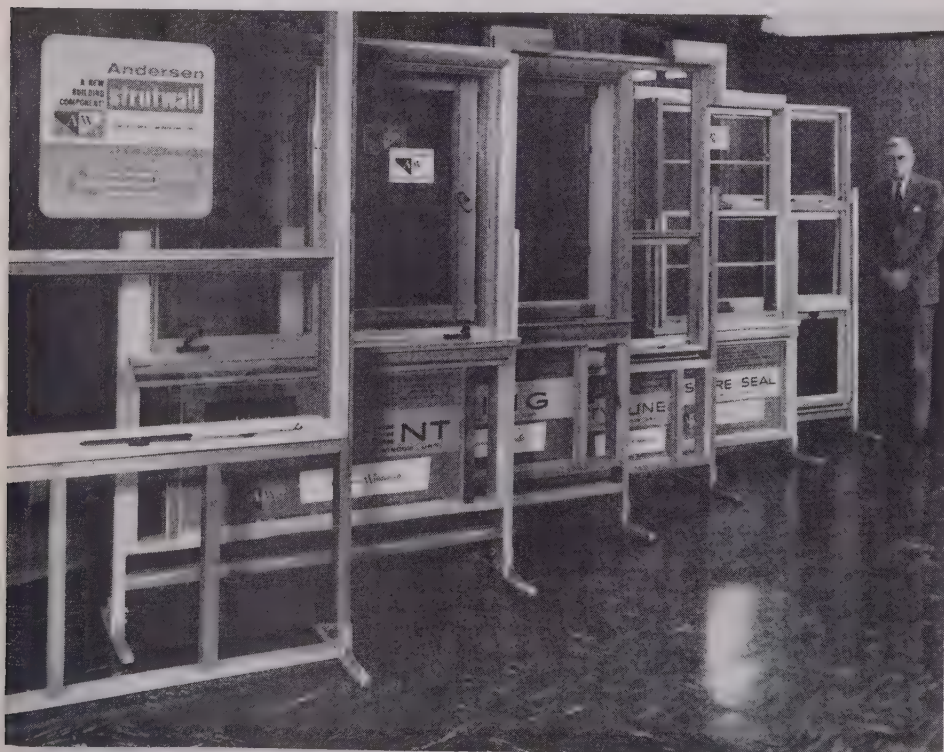
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Now let me give you some ideas on what **not to do**—if you want to make a good impression on the Architect and sell your merchandise.

In most cases the Architect is a gregarious human being, who loves company and is a good mixer and for this reason he is a push-over for the story-teller, and the guy who is a self-appointed authority on all subjects.

Don't take this tack but try to help the Architect conserve his time. Don't barge all over the place—particularly, stay out of the Drafting Room.

If you do go into the Drafting Room, you may be told to stay out, and no Architect likes to have to tell a Salesman, pointedly, to stay out of the Drafting Room. A number of things on the boards in the disturbing to have telephone lines tied up by Salesmen, who take over and abuse Drafting Room may be in such a stage that publicity could ruin a fine commission for the Architect.

Don't flatly and decisively state that your product is the best on the market, unless you are fully prepared to prove such statement. Don't fumble with your catalog material. Don't offer pamphlets and undersized advertising data for filing. Don't ask the Architect to index your information for you. Don't shout and holler and indulge in loud laughter, as this is very disturbing to the Drafting Room.

Don't pester the Receptionist and use the Architect's office as a branch to make your telephone calls and contacts. It is the friendliness and hospitality of the Architect's office.

Don't ask the Architect to indorse your product by writing letters for the Salesman's use. Don't contact all the people in the Architect's office, as usually one or two persons only need be contacted—the Specification Writer, who may be the Architect, and/or the Project Manager. Some salesmen practically try to arrange a staff meeting to show their material.

Well—these principles just enumerated are good sound common sense Salesmanship, and facts to which all Architects will subscribe to. They are based upon our experience in an office having a staff of about 60 people. If you consider them well in your approach to the Architect and the members of his staff, whom you have occasion to meet, you will leave feeling that you have made a good impression.

During the development of the preliminary drawings and sketches, the Architect is not too much concerned with your material. He probably realizes that he will specify it on the project, and only mentions to his client that he will specify sound retarding materials for ceiling, insulate the walls and other general items.

During the development of working drawings and specifications he will want to learn all he can regarding your products.

Show the Architect photographic illustrations and specific details regarding fastening methods, attachments and suspension.

He will want to see actual samples of your material, so that he may make a

choice regarding design appearance—and also acquaint his client with his preference and the reasons for his choice.

In summary, during the specification writing and working drawings stage, he must write a "best seller" for your material, if he wants it in his project, to thoroughly explain to all bidders, every detail of the material, so that there can be no question of the true intent of the specifications.

In my opinion, the main factors which influence the choice of certain materials by Architects are:

The design of the merchandise.

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Its style, appearance and durability.

Its application and function and ease of installation.

**Summing Up**—The Architect must have complete data on file.

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He should receive prompt information on all new developments.

He should have up-to-date pictorial literature in his files.

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The Architect is pleased, too, when a salesman tells him that he has visited the job, during the installation, and that the work involving the material is progressing satisfactorily. He likes to have the salesman visit the job—after it is completed, and is in actual use, and a compliment from the salesman to the Architect regarding the completed job is helpful too.

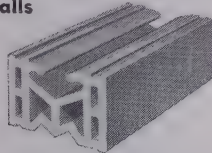
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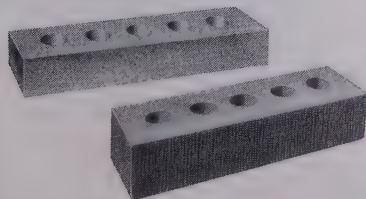
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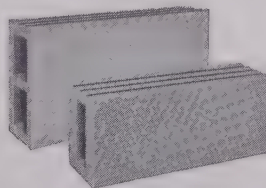
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"THAT EVENING the windows of the great edifice were ablaze with light . . . Indoors, under the rose shaded chandeliers, a thousand guests were dancing the night away, reluctant to witness the end of an era"

# The Greenbrier

WHITE SULPHUR SPRINGS, WEST VIRGINIA





Courtesy Chesapeake & Ohio Railway

**CARTE BLANCHE FOR SPLENDOR**—The present Greenbrier, a matchless estate in its lovely Alleghany setting with Kate's Mountain in the background, is the work of the architectural firm of Small, Smith, Reeb & Draz of Cleveland, who have conceived its majesty for the last thirty years. The beautiful North Wing is in the foreground facing the Memorial Park dedicated to the site of the "Old White" where this year (1960) a formal garden of tulips has been planted to herald the coming of spring at White Sulphur

## An American Heritage of Architectural Magnificence Now in Its One Hundredth and Eighty-second Year



By GUSTAVUS ARNOLD

"THE GREENBRIER EXTENDS TO YOU a cordial invitation to attend a Julep Party, Saturday evening, August 29th, at six-thirty to seven-thirty on the West Terrace." So read the formal invitation received by all its guests on that eventful summer day in 1942. Followed by a startling announcement that "On and after September first The Greenbrier and its surrounding estate will be closed" and that "This marks the end of the chapter of The Greenbrier's service to the public 'Since 1778' as America's most beautiful resort."

Just three years before, on Friday, September 1, 1939, to be exact, a dreadful forerunner of these tidings had sent an ominous shudder through the lobby of The Greenbrier, when the stunned guests read the New York Times' headline: "German Army Attacks Poland."

And from the world's capitals under that dateline: "**Berlin:** Charging that Germany

had been attacked, Chancellor Hitler at 5:11 o'clock this morning issued a proclamation to the army declaring that from now on force will be met with force and calling on the armed forces 'to fulfill their duty to the end.' **Warsaw:** War began at 5 o'clock this morning with German planes attacking Gdynia, Cracow and Katowice. **Paris:** Edouard Daladier, Premier and War Minister of France, informed that German troops crossed the Polish frontier today, summoned an urgent meeting of his cabinet for 10:30 A.M. **London:** The greatest mass movement of population at short notice in the history of Great Britain is under way."

Now three years later the famed resort, after 164 years of operation, was ringing down the curtain and would be no more.

That evening the windows of the great edifice were ablaze with light and the haunting strains of Meyer Davis' orchestra playing Frank Loesser's "Jingle Jangle

"Jingle" came tinkling out into the moonlit night. Indoors, under the rose shaded chandeliers a thousand guests were dancing the night away, reluctant to witness the end of an era, and dreading the dawn when all must pack and leave. In the morning they would stream out from under the great porte-cochere on their homeward journey looking back with mist in their eyes in sad farewell to an American heritage now to be gone forever.

Or so they thought. But this was an American heritage that could not die. For six years later in 1948, The Greenbrier reopened with one of the greatest fanfares in American history. For on April fifteenth to eighteenth of that year Chairman of the Board of the Chesapeake & Ohio Railway Robert R. Young and Mrs. Young officially reopened The Greenbrier with the most fabulous house party of the 20th Century. Never before, nor since, has there been gathered together such a galaxy of glitter-



Color	Other	Relief Heat
GREEN TURTLE SOUP AMONTILLADO	Peas and Dishes	
LEMON SOLE SAUTE AMANDINES	Peas and Dishes	
FILET MIGNON AUX CHAMPIGNONS	Peas and Dishes	
HEART OF LETTUCE BOHEMIAN	Peas and Dishes	
BAKED ALASKA	Peas and Dishes	
CAFE	Peas and Dishes	

# **HISTORIC MENU — For opening night dinner at \$50,000 house party held in April 1948 when the summit of American society was present**

ing names, drawn from the top echelon of the American social scene.

Included among the 300 guests were:

Mr. Winthrop W. Aldrich, Mrs. Rosalie Altemus, Mr. and Mrs. Charles Amory, Mr. and Mrs. John Jacob Astor, Mrs. Ellen Tuck Astor, Mrs. Margaret Moffett Atwill, Mrs. George F. Baker, Sr., Mr. Ronald B. Balcom, Mrs. Thompson Biddle, Mr. and Mrs. Harry Payne Bingham, Mrs. Dixon Boardman, Major James A. Burden, Mr. and Mrs. Igor Cassini, Mrs. Drayton Cochran, Mr. Bing Crosby, Mr. Charles G. Cushing, Mr. and Mrs. R. F. Cutting, Mr. and Mrs. John H. Culbertson, Count Jose Dorelis, Countess Laura Dorelis, Mrs. Dorothy Draper, Mr. and Mrs. John Drayton, Mr. and Mrs. John Drexel, Mr. and Mrs. A Biddle Duke.

Mr. and Mrs. Nicholas Du Pont, Mr. Cyrus S. Eaton, Governor and Mrs. Charles Edison, Mr. and Mrs. John R. Fell, Mr. and Mrs. Robert M. Field, Mr. and Mrs. Charles T. Fisher, Jr., Mr. Henry P. Fletcher, Mr. and Mrs. Byron C. Foy, Mr. and Mrs. Joseph Washington Fraser, Mr. and Mrs. Winston F. C. Guest, Lady Hartington, Mrs. William Randolph Hearst, Mr. William Randolph Hearst, Jr., Mr. and Mrs. Arthur M. Hill, Prince and Princess Alexander Hohenlohe, Mr. and Mrs. John Simms Kelley, Mr. John F. Kennedy, Mrs. Joseph P. Kennedy, Mr. and Mrs. Henry C. Luce, Captain Alastair Mackintosh, Miss Elsa Maxwell, Mrs. George Mesta, Lady Shelia Milbanke, Miss Mary Munn, Miss Florence McCormick, Mr. and Mrs. Edward B. McLean, Mr. and Mrs. Walter McLucas, Lady Harry Oakes, Mr. and Mrs. William Paley, Mr. and Mrs. Michael Phipps.

Mr. Herbert Pulitzer, Mr. and Mrs. Arthur J. Ranke, Mr. and Mrs. T. Markow Robertson, Mr. and Mrs. John Barry Ryan, Mr. and Mrs. Stephen Sanford, Mrs. Wesson Seyburn, Mrs. Dodge Sloan, Mr. James Stewart, Lady Stanley, Mr. and Mrs. Michel Van Beuren, Mrs. Hudson Vanderbilt, Mrs. Lucille Parson Vanderbilt, Mr. and Mrs. Andrew Van Pelt, Mr. and Mrs. Sheldon Whitehouse, Mr. and Mrs. Robert B. Whitney, Mr. George D. Widener, Mr. and Mrs. Harrison Williams and the Duke and Duchess of Windsor.\*

\*First Time Published

The house party ran up a bill of \$50,000 for The Greenbrier, which included \$3,000 worth of champagne consumed at the Diamond Ball held the last night of the affair.

What manner of place was this setting for The Greenbrier that should make it so attractive as a world-famous resort? "The spot has the first and most important elements of a summer resort — remoteness from cities, landscape beauty, and a delicious atmosphere," wrote John Esten Cooke in Harper's New Monthly Magazine of August 1878.

It was a favorite spot of the Shawnee Indians before the coming of the white man. They looked upon the sulphur springs as a "medicine water" of great import!

In 1749 early pioneer Nathaniel Carpenter secured patented rights for 1000 acres of the site. Kate's Mountain, immediately south of the resort, was named after his wife Kate who, during an early attack of the Shawnees on the settlers, fled to the mountain for safety. Surprised while hanging out the wash Kate took to the woods with a pack of howling, war-whooping savages following at her heels. Realizing that her life as well as her scalp was at stake she did not dillydally along the way but made straight for the mountain, her auburn tresses streaking in the wind, as she outdistanced the disappointed aborigines. This energetic woman was the grandmother of James Caldwell, Esq. who can be considered the true founder of White Sulphur Springs.

In 1769 General John Lewis obtained a grant of 40,000 acres in the area and proceeded to colonize it. One day while traversing the banks of the river running through the property he tore his breeches on the brambles, which were prevalent along its banks, and thereafter was want to call it "that damn Greenbrier."

In 1778 a Mrs. Amanda Anderson, long helpless with rheumatism and at the point of death, was brought slung on a litter between two horses to the edge of the springs. There she was placed gently in a hollowed tree trunk and immersed slowly in the sulphur water. Hot stones were dropped in to promote the water's efficacy. Suddenly Mrs. Anderson jumped up out

of the tree trunk. Shrieked, "I'm cured!" to the astonished onlookers, and ran—so they reported—all the way home—an incredible distance of some 31 miles. The news of her miraculous cure spread like wildfire up and down the valley.

That night tents were first pitched around this "magic fountain" 2000 feet above sea level, later followed by rustic shelters and rude log cabins. Many of them were rented out to eager visitors looking for another miracle.

In 1790 it was not unusual for horsemen to arrive from far places carrying their springs wardrobes in saddlebags, with a bottle or two of prime French brandy, a pack of cards, and a convenient rifle and pistol for venison or highwaymen—whichever should cross their path first. So by the end of the 18th Century the place had begun to be a resort area for both health seekers as well as pleasure hunters.

Michael Bowyer of Augusta County, Virginia, a former Baltimore sea merchant, who had married Kate's daughter Frances in 1795, was known as White Sulphur's "Big White Father." He built the first permanent cottages and as the fame of the springs spread it encouraged him to build, in 1808, a two-story tavern with accommodations for 60 guests. There it stood, in the center, and around it the cabins—like a mother hen with her chicks. Bowyer's innkeeping was short-lived, however, as he died in 1809 and his four children proceeded to continue the enterprise under the tutelage of James Caldwell, husband of Bowyer's oldest daughter, Mary, and it was he who henceforth was to operate it for the next 42 years.

In 1816 the first private cottage on a grand scale was built by Stephen Henderson, a wealthy sugar planter from New Orleans, on a promontory ridge overlooking the spring. It later became known as the President's Cottage because so many United States Presidents spent their summers there. It is the only example of Federal architecture to be found in the area. Today, the cottage is a museum well worth visiting and its custodian is smiling Sarah Taylor who has all the poise of a grand duchess as she shows you about

**WHITE SULPHUR SPRINGS —** From an historic engraving made in 1857, showing the Spring House at extreme left and the rows of cottages surrounding the Great Park in front of the main hostelry. Note stage coach arriving in lower right corner





In 1830 Col. Richard Singleton, an up-country South Carolinian, and Mr. Wade Hampton, considered the richest man in the South before the War Between the States, built three white pillared mansion-type residences which they named the "Colonnade Cottages." Only one remains today.

Atkinson's Saturday Evening Post of Philadelphia reported on July 28, 1832 that "Mr. Henry Clay and family have gone to the White Sulphur Springs in Virginia." (It was not to become West Virginia until 1861.)

In 1835 Baltimore lawyer John H. B. Latrobe, son of the famous American architect Benjamin Latrobe, designed and built a summer residence—the first house in what became the popular Baltimore Row. It is known today as Baltimore C. It attracted the attention of the colony at White Sulphur for it was full of the newest innovations.

Because of the increasing demand for accommodations, Springs owner Caldwell continued to build the cottage rows. It was these rows which sprang up that gave the property the character which it never has lost. He built a new South Carolina Row and Tansas Row patterned after Latrobe's house. These cottages are favorites of those who summer at The Greenbrier today. Soon Paradise Row, Georgia Row and Alabama Row followed.

Also in 1835 The Greenbrier Spring House was built. Old Stephen Henderson gave the statue Hygeia as a gift to be placed on its roof-peak.

The aristocratic southern families made a ritual of drinking the waters three times a day and since there was no ballroom up until that time, the guests danced around the spring—and some reported: "with certain abandon"—after having a bullet snack of champagne and watermelon.

In 1837 the Alabama and Louisiana Rows were built and today they house the well-known Creative Arts Colony at the resort.

In the early days cotton planters and tobacco kings arrived from the South with impressive retinues of servants, journeying for days in discomfort, in private coaches drawn by six horses, rather than miss a season at "The Queen of Spas."

By 1850 the popularity of White Sulphur Springs was tremendous. James Caldwell decided it was about time to build a new hostelry. Plans were drawn up to make it the most fabulous in America.

But Caldwell died in 1851 and his sons were unable to borrow sufficient funds on their father's estate to complete it. For Caldwell had been operating the resort each year at a deficit so that there was about \$400,000 in promissory notes outstanding. The creditors looked with reluctance upon furnishing any further money for such a "lucrative enterprise."

On May 1, 1857 the property was sold to a group of Richmond nabobs. They were Commodore Matthew Fontaine Maury, Alexander K. Phillips, Jeremiah Morton, James Hunter, Allen T. Caperton, J. Warren Slaughter, R. H. Maury and A. F. D. Gifford—all men of business acumen and foresightedness—who immediately drew on their resources to finish the project.

The "Old White"—first called the "Grand Central," was opened in 1858. It was 400 feet in length and had one of the finest and largest ballrooms in America.

Cummins Photo, White Sulphur Springs



**PRESIDENT'S COTTAGE**—Built in 1816 by Louisiana sugar planter Stephen Henderson. It is the only example of Federal architecture to be found in the area. For years it was the domicile of U. S. Presidents while staying at White Sulphur

Its dining-room, 300 feet long and 140 feet wide, "seated at its round tables about 1200 guests." Its parlor was half again as large as the celebrated East Room of the White House. The sleeping accommodations were sufficient for 700 and the cottages around 1300 so that the capacity of the watering place was about 2000. It had more stairways, longer porches and about the largest staff of retainers ever seen in this country

Royalty put its official seal on White Sulphur Springs when in 1860 Baron Renfrew, the incognito of Edward, Prince of Wales, son of Queen Victoria, and who later became King Edward the VII, visited the resort.

For the next three years the watering place flourished. Then the black, thunder clouds of civil war darkened the sky. From 1861 to 1865 both sides occupied it from time to time as they fought back and forth across its lovely valley. Each used it as a hospital for their own forces

At one time in 1863, General David Hunter, in command of a Northern division, ordered his men on retreating to burn the great resort to the ground. But Captain Henry du Pont, of the famous Delaware family, in charge of artillery prevailed upon the General to countermand his orders and thus the renowned resort was saved for posterity.

After the war General Robert E. Lee came to White Sulphur Springs with his family for the summer of 1867 and occupied the end cottage in Baltimore Row. They came back in 1868 and 1869 and with them the flower of the South returned in all its impoverished glory

In 1868, thirty business and social leaders met at the resort and dedicated a famous paper called the White Sulphur

Manifesto, which expressed the South's views on its capitulation to the North.

Now came the golden age of belledom at White Sulphur. Southerners flocked to the resort with their marriageable daughters—all rumored to be heiresses (and probably were—before the war). And Northern gentlemen of eligibility, who were usually young army officers, doctors or architects, looking for a neat stipend to weather through the early years while carving out their careers, flocked to the resort in search of matrimony with a big dowry. And there was much wooing and winning. And many of the winners found to their disillusionment that the dowries were a mortgaged manse right down to the last Greek Revival pillar.

As one visitor wrote at the time it was the "dancing resort in the country," with Germans in the morning and Germans in the afternoon, all interspersed with treadmills.\*

An announcement at the time read as follows: "Grand Fancy and Full Dress Ball at The Greenbrier, White Sulphur Springs, on Wednesday, August 27th, 1873. The Fancy Balls of the White Sulphur surpass in brilliancy those of any other fashionable Summer resorts in the country and this one in preparation promises to eclipse all others," and waxed ecstatically further with, "Never in the history of this national watering place, has there been a greater representation of wealth, beauty and intellect from all the states." Among those who sponsored the ball at the time were Pierre Beauregard, Jo Lane Stern, Herman Oelrichs, Jefferson Davis and General Joe Johnston.

The greatest belle of all time at White

\*The Treadmill was a promenade dance favored by General Lee

**BALTIMORE ROW**—Designed by Latrobe in 1835. It was these cottage rows that gave the resort a personality which it has never lost. Scene shows General Robert E. Lee standing on porch with his family, while guests at White Sulphur gather to attend a reception (1867) in his honor



Original Painting, by artist William C. Grauer, now lost





Mural by Cleveland artist William C.



**SPRING HOUSE**—Around which early guests danced after having mid-morning snack of champagne and watermelon. Figure stands at base of pillar where duelist expired in 1873

**"THE OLD WHITE"**—A hundred years ago, showing a coach and four drawing up in front of the main entrance and the band playing under a tree to welcome the new arrivals, consisting of cotton planters and tobacco kings, who couldn't bear to miss a season at the "Queen of Spas"

Sulphur was Miss Mary Triplett of Richmond, Virginia. In Leslie's Weekly, August 27, 1896, she was described in a recollection as "the golden-haired goddess that men did battle for—the South's supreme belle of the century, who General Lee pronounced the most beautiful woman he had ever beheld."

In the early morning hours on a hot August day in 1873 the sleeping guests in the cottages at White Sulphur were aroused from their slumbers by a shot that broke the stillness of the morning air. Rushing out in their night clothes the bewildered guests found down by the Spring House a small group of men bending over a young gentleman who had been propped up against one of the pillars. He was mortally wounded, his white waistcoat drenched in scarlet, his life's blood oozing out where he had been shot in the stomach. His opponent, it seemed, had been quicker on the draw.

A duel had just been fought between two rash rivals for the hand of Mary Triplett. The episode caused a great sensation at White Sulphur but was hurriedly hushed up to forestall adverse notoriety for so fashionable a resort. The great beauty mourned for her lost love and then a year later married Philip Haxall of Richmond, Virginia.

In 1870 Collis P. Huntington of Connecticut, who had founded the Central Pacific Railroad with Mark Hopkins, Charles Crocker and Leland Stanford which opened up the West when it was joined to the Union Pacific at Promontory Point in 1869, organized the Chesapeake & Ohio Railway Co. In the early days guests had arrived at White Sulphur by stage. In 1860, trains had run to within 25 miles of the springs but now, in 1870, with the completion of the railroad from the Atlantic Coast over the mountains to the Ohio River, the guests were able to come all the way by rail.

The first great Lee Monument Ball was held in the grand ballroom of the "Old White" in 1877 when more than 2000 persons were present dressed in "their very finest." The balls were held each year thereafter until 1941 and since then have never been revived. This is a pity as they were one of the great traditions of The Greenbrier.

A commentary of the times can be found in an old card on Rules and Regulations governing the Dining Room Department" in 1885, to-wit: "Sec. 7—Waiters will not be allowed to whistle, dance, sing, spit, smoke, swear, or use profane or obscene language about the premises."

Many United States Presidents have stayed at White Sulphur. In 1835 President Andrew Jackson was the first to arrive at the resort for a rest. In 1837 President Martin Van Buren came with a group of his cabinet from Washington and a large number of foreign statesmen to attempt to solve the financial panic of that year. The party, however it must be said, spent most of its time deer hunting.

John Tyler, who succeeded to the presidency on the death of Harrison in 1840, spent his honeymoon at White Sulphur, carrying his beautiful second bride, Julia Gardiner, across the threshold of the President's Cottage before an assemblage of notables.

Other presidents who have stayed at the resort are Zachary Taylor, Millard Fillmore, Franklin Pierce, James Buchanan, Ulysses S. Grant, Rutherford B. Hayes, Chester A. Arthur, Benjamin Harrison, William Howard Taft, Woodrow Wilson and Dwight D. Eisenhower.

In 1910 the Chesapeake & Ohio Railway Co. purchased the famous resort. It immediately secured the services of the celebrated New York architect Frederick Junius Sterner, brother of the artist Albert Sterner, to design a modern fireproof

building adjacent to the "Old White."

Sterner came up with a tall, columned, 250-room, Georgian structure of magnificent proportions which became the nucleus for the present Greenbrier. His sister, Miss Maude Sterner, an interior decorator of note, supervised the interior furnishings. No expense was spared. Priceless paintings were brought to adorn its walls, and museum pieces, from the collections of the country's connoisseurs, filled its drawing rooms. Through mammoth, arched doorways one could behold a grand vista through the entire length of the structure lighted by enormous drop-crystal chandeliers parading its ceiling from end to end.

Mr. Frederick Sterry, manager of the ultra exclusive Plaza Hotel in New York, was secured to operate The Greenbrier and through his influence, and following, practically every family of exalted prominence in New York arrived in its own private railroad car for the opening. A carload of American Beauty roses was also brought in to add splendor and fragrance to the occasion.

It was 1913, an era when social position was countenanced by the private railroad car. If you did not own one you were completely persona non grata. But the railroads were quick to the rescue for those who wanted to "get-in-the-swim." For a mere \$800.00 you could rent one from their private stockpile and then arrive in style for a grand entrance at The Greenbrier. And many did.

The sumptuous Bath Wing had been designed in 1912 by the architectural firms of Harris & Richards of Philadelphia together with Westinghouse, Church and Kerr of New York. Its front facade reminded one of Howard Castle, the ducal seat of that family in England.

The interior was designed by Chicago architect Leo H. Pleins. It was reported at the time that the Bath establishment

**MADAME JEROME BONAPARTE** (1785 - 1879) Elizabeth "Betsy" Patterson of Baltimore. Married (1803) Napoleon's youngest brother who abandoned her, "The woman I love," for a throne and became King of Westphalia



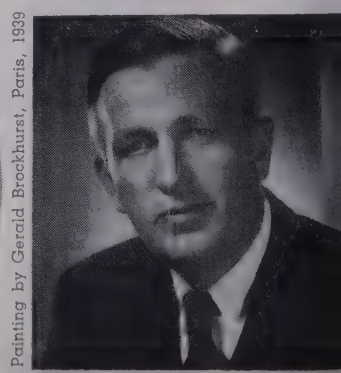
**GENERAL ROBERT EDWARD LEE** (1807 - 1870) Brilliant Star of Confederacy, Pres., Washington & Lee U. In Lieutenant's uniform at time of marriage (1831) to Mary Custis, great-granddaughter of Martha Washington



**THE DUCHESS OF WINDSOR** (1897- ) "Bessie" Wallis Warfield of Baltimore. Married (1937) King Edward VIII of Great Britain who gave up a throne for her, "The woman I love", and went into exile



**JOHN NOBLE RICHARDS, F.A.I.A.** (1904 - ) President of American Institute of Architects (1958 - 1960) Senior partner, Bellman, Gillett Richards, Toledo. Married (1933) Norma Hayes of Napoleon, Ohio



"Napoleon Dynasty"—Cornish, Lamport & Co. N.Y. 1852

Artist unknown (Owned by William G. St. Clair), 1831

Painting by Gerald Brockhurst, Paris, 1939



was completed on a scale unsurpassed in either the United States or Europe. A two-story arcade was built to join The Greenbrier to the Bath Wing.

Many well-known families came to The Greenbrier in those days. On Saturday, April 17, 1915, the William K. Vanderbilts arrived from New York in their private railroad car. Mr. Vanderbilt and servant occupied rooms: "301-303"; Mrs. Vanderbilt and maid: "305-307" — a far cry from July 20, 1849, when Mr. Henry Clay and servant arrived for breakfast with three horses.

On "Friday, April 23, 1915, J. Ogden Armour and servant of Chicago" registered, taking rooms "428 and 177" respectively, and "Mrs. Philip D. Armour and maid" rooms "431 and 433." And that same month, from Detroit, came Mrs. Henry B. Joy, Mrs. John S. Newberry and Mrs. Edward D. Stair with "Miss Nancy and Master Edward."

During the first World War The Greenbrier was utilized by many "harrassed industrialists," and military officials found rest and relaxation there.

In 1919, Edward, Prince of Wales, grandson of the other Edward who had visited the resort in 1860, and today the Duke of Windsor, arrived at The Greenbrier in company with a galaxy of New York socialites which included the great beauty Miss Millicent Rogers, daughter of Henry Huddlestone Rogers, Standard Oil magnate.

The Chesapeake & Ohio Railway Co. had operated both the "Old White" and The Greenbrier until 1922. In that year the "Old White" was found to be a fire hazard and was forthwith demolished. Only one unit of it remains today and that is now occupied by the engineering department of the resort.

In 1930, Small, Smith & Reeb, well known Cleveland architects, were called in to design the North Wing, South Wing, and the Virginia Wing and to reconstruct and modernize the central section of The Greenbrier. The number of rooms was increased from 250 to 600. The Virginia cottages were torn down to make way for the Virginia Wing.

For years it was the custom of many socialites to stop at The Greenbrier during the Easter season on their way north from a winter at The Breakers in Palm Beach, Florida, and stay until their accommodations were available in the summer at Grand Hotel, Mackinac Island, Michigan, and The Malvern at Bar Harbor, Maine, and then they reversed the procedure in the fall.

Although the country was in the midst of the Depression, The Greenbrier flourished. For many American families of wealth and social position closed their big estates and moved in on White Sulphur and took up "light housekeeping" at The Greenbrier. There they continued their mode of life plus all the resort's innumerable advantages and yet at a far less drain on their pocketbooks.

In 1933, the New York Times carried this in its August 27th issue: "The Lee Monument Ball Friday evening will mark the 66 anniversary of General Lee's first visit to the Springs with his family in 1867 and the 56 years since the first Lee Monument Ball at the 'Old White' in 1877, the initial subscription ball to raise funds for the Lee equestrian statue by Mercier, now standing on Monument Avenue, Richmond, Virginia.

A. Hoen & Co., Baltimore, Maryland



THE "OLD WHITE"—At the turn of the century this was America's most fashionable watering place. It had more stairways, longer porches and a larger staff of retainers than any other gay resort in the country

"The Riley, a dance peculiar to the White Sulphur in the Sixties and Seventies will be danced by sixteen ladies in costume of that period which will include Mrs. George W. Crawford of New York, Mrs. Robert S. McVeigh of Cincinnati, Mrs. Kent Darling of Richmond, Mrs. James E. Davidson of Bay City, Michigan, Mrs. James Martin of Detroit, etc." The dance was arranged by R. K. Petticord of Baltimore, dancing master for The Greenbrier for many years.

Among well known individuals who have stayed at The Greenbrier are:

Madame Jerome Bonaparte, the former "Betsy" Patterson of Baltimore; Patrick Henry, Francis Scott Key, Chief Justice John Marshall, John Calhoun, Daniel Webster, General Winfield Scott, Mrs. Graham Fair Vanderbilt, Cordell Hull, Edward Rickenbacker, Alred P. Sloane, Jr., Mrs. Calvin Coolidge, Conde Nast, Lawrence Tibbett, Walter P. Chrysler, Gerard Swope, Charles Schwab, Douglas Fairbanks, Anthony J. Drexel Biddle, Jr., Mrs. Woodrow Wilson, Harold Sterling Vanderbilt, Mrs. Franklin D. Roosevelt, Gene Tunney, Crown Prince Olav and Princess Martha of Norway, Henry B. DuPont, Robert A. Taft, Edna Ferber, Benjamin Fairless, Edsel B. Ford, Walker L. Cisler, George A. Porter, General George Marshall, Marshall Fredericks, Talmage C. Hughes, and John Noble Richards, President of the American Institute of Architects.

In the winter of 1941-42, during World War II, The Greenbrier was used as an internment center for enemy diplomats for about six months. Being flush with money and having no place to spend it they prac-

tically bought everything in sight from the exclusive shops which lined the lower corridor. However, for some unexplained reason they were not allowed to purchase fountain pens—possibly for fear that they might construct an infernal machine of some kind.

That spring The Greenbrier was reopened to guests again. However, suddenly on September 1, 1942 it was commandeered by the United States Army and purchased from the Chesapeake & Ohio Railway for six million dollars. The architectural firm of Small, Smith & Reeb of Cleveland was hurriedly called in to revamp the structure and to turn it into a 2200 bed hospital.

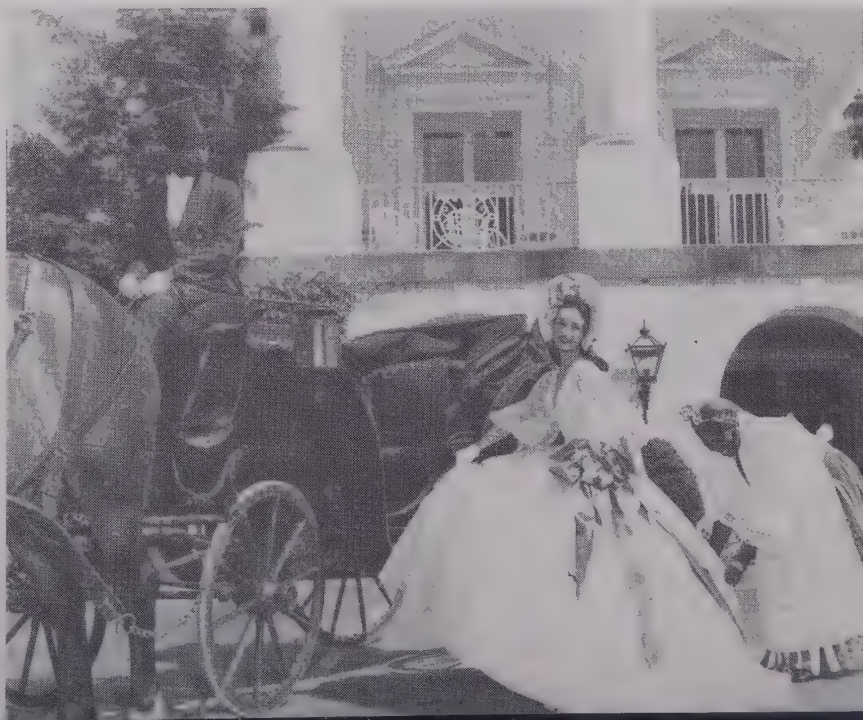
All the magnificent furnishings of The Greenbrier were put on the auction block and what was left was stacked in a mountainous pile outside the north entrance and the torch applied and the whole mass roared skyward in a vast funeral pyre as if it were a votive offering to the past glories of The Greenbrier which had come to an end.

## To Be Continued Part II

## "A NEW ERA OF SPLENDOR" (1942-1961)

NORTH WING DETAIL — Designed by Small, Smith & Reeb of Cleveland. Note Greenbrier crest worked into wrought iron railing. Scene recalls the days of Mary Triplett, the greatest belle of all time at White Sulphur, when a morning drive in the Great Park was prerequisite for the day's activities

Courtesy Jeri Bostwick, Greenbrier Archives





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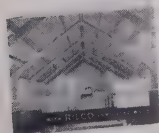
St. Michael's Lutheran Church,  
Traverse City, Mich. Architect: Orus  
Eash, Traverse City, Mich. Rilco  
deck completes the roof. Rilco  
parabolic arches span 32' 1",  
spaced 14' o.c. Center height 30'  
1/4". Six laminated beams are up  
to 56' 3 1/2" in length.

## "Finest Beams We've Ever Worked with"—Rilco

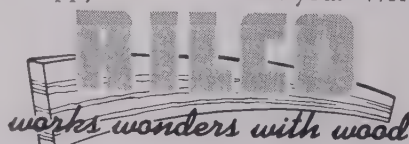
Design possibilities are as flexible as the imagination when Rilco laminated wood arches, beams are suggested. Witness St. Michael's Lutheran Church, Traverse City, Michigan, the work of Architect Orus Eash. The contractor, Leonard Anderson, was also pleased. "They are the finest beams we ever worked with," he writes, "they fit perfectly and took on a beautiful finish."

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Ordinary

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Ordinary without Basements

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Churches and Theatres:

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Ordinary

Office Buildings:

Fireproof

Ordinary

Hotels:

Fireproof

Ordinary

Schools:

Fireproof

Hospitals:

Fireproof

ALL STEEL BUILDINGS:

Under 20,000 cu. ft.

Over 20,000 cu. ft.

Over 100,000 cu. ft.

APARTMENTS:

Fireproof

Protected

Brick (Ordinary)

Brick (Veneer)

Brick (Veneer or Stucco)

Brick (with 12" basement wall)

Brick (with 12" basement wall)

Brick (Veneer or Stucco)

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Annually since 1915, the Detroit Real Estate Board has produced and distributed a schedule of unit costs employing cubical contents of buildings as the basis for determination of costs. The schedule, revised as of Jan. 1, 1960, is presented herewith.

The schedule of costs was produced primarily as a service to members of the Detroit Real Estate Board as a guide in estimating construction or reproduction costs and as a possible guide to appraisers. Within recent years, scores of requests for copies have come from all parts of the United States and numerous trade publications have asked permission

to publish the schedule. It has been and continues to be the policy of the Detroit Real Estate Board to authoritatively acknowledge. In using this schedule, the rules established by Commissioner Clyde E. Dougherty and his department heads, should be observed. These rules follow:

"The cubical volume of a building for the purposes of determining the fees shall be measured as follows:

"From the outside of the walls and from the basement floor to the mean point of a pitched roof shall include all dormers, enclosed porches, pent houses, and other enclosed portions of a building, but shall exclude open porches

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based upon the costs of average construction. The costs might be lessened by inferior construction or substantially increased by superior construction. In all instances the schedule should be used to reinforce rather than to supplant the experience, information and judgment of the user prepared under like circumstances and based upon like factors. It may be assumed, therefore, to present rather accurate picture of the movement of building costs in the Detroit area during the past 43 years.

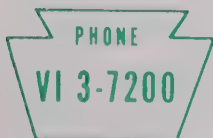
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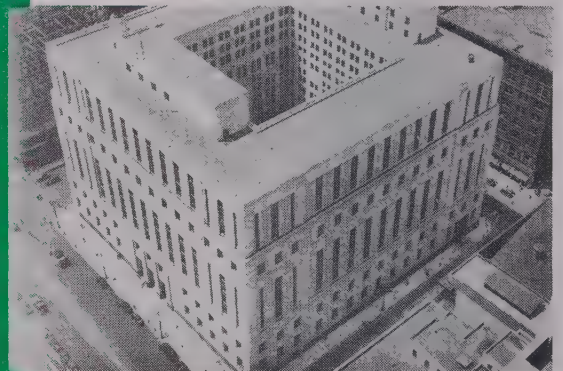
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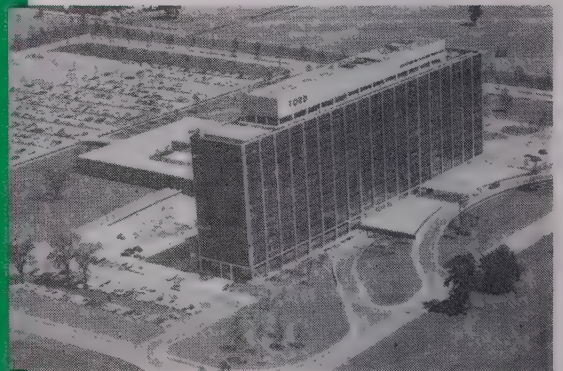
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# Saginaw Valley Chapter, A.I.A.

Official Publication of the Saginaw Valley Chapter of The American Institute of Architects

VINCENT T. BOYLE, President, 315 Post Street, Midland

DANIEL W. TOSHACH, Vice President, 1445 W. Delta Drive, Saginaw

ROBERT S. GAZALL, Secretary, 602 Marquette, Flint 4

WILLIAM A. SPEARS, Treasurer, 406 Thompson Street, Saginaw

CLIFFORD E. GIBBS, Director, 5227 S. Dort Highway, Flint 7

At the Chapter's meeting February 15, the Film entitled "Report of the A.I.A. Board Committee on Structure" was shown, discussed and reviewed. The Saginaw Valley Chapter Board of Directors favors such action and have adopted the report in full and have instructed the members and delegates of our Chapter to act favorably on this Proposal at the San Francisco AIA National Convention in April.

A panel discussion on Engineering Consultants was held. The Moderator was William Spears of Saginaw, both on Engineers and Architects. Representing the Architects was Auldin Nelson of Flint and Clarence Waters of Saginaw. Representing the Engineers was Mrs. Joseph Bobbio and Mr. Joseph Olivieri both of Detroit. The discussion centered on Architects-Engineers relationship, how they can work together more favorably, fees, education and the multitude of problems which face the Architects and Engineers, both in the eyes of the Client and the Contractor. The Engineers favored being recognized on much the same par as Architects and to be classified as Architectural Engineers, rather than Mechanical and Electrical Engineers and to receive recognition as Corporate Members in the American Institute of Architects.

The Chapter feels that the Michigan Society of Architects should aid in assuming some Sponsorship of the Joint ACSA-AIA Committee — R-17 on the teaching of Architecture and the Morris



THOMAS J. SEDGEWICK, A.I.A.

son Fund at the College of Architecture and Design of The University of Michigan.

Mr. Henry N. Rose of Flint has been accepted as an Associate Member of the Saginaw Valley Chapter AIA. Mr. Rose is employed by Nurmi-Nelson & Associates of Flint and is a graduate Engineer of the University of Michigan.

Mr. Phil H. Feddersen, A.I.A. formerly of the Saginaw Valley Chapter and employed by Alden Dow of Midland has transferred his membership to the Iowa Chapter, A.I.A. He is presently practicing in Clinton, Iowa.

WILLARD E. FRASER, of Midland, has been appointed to the Historic Preservation Committee of the Saginaw Valley Chapter, AIA.

QUINTIN GARLAND, of the office of Sedgewick, Sellers & Associates, of Flint, has been accepted as a corporate member of the Chapter.

FRANKLIN SMITH, of James A. Spence, Architect, of Saginaw, has been accepted as an associate member of the Chapter.

TRI-COUNTY COMPREHENSIVE PLANNING DEVELOPMENT for Saginaw, Bay and Midland Counties, has been formulated with the approval of the Saginaw Valley Chapter, to coordinate and control the physical development of the Saginaw Valley area.

Robert J. Sedgewick, of Flint, has been appointed by Governor G. Mennen Williams to the Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors. He succeeds Wells I. Bennett, FAIA, of Ann Arbor, who had served on the Board since 1939. Bennett was made a member emeritus of the Board.

Sedgewick, who heads the firm of Sedgewick, Sellers & Associates, Inc., is the youngest appointee on the Board since it was organized in 1915. Term of office is seven years.

A 1952 graduate of the University of Detroit Sedgewick is a member of The American Institute of Architects, its Saginaw Valley Chapter and the Michigan Society of Architects. He is Chairman of the Association of Flint Architects, a branch of the Saginaw Valley Chapter, AIA. He is vice president of the East Flint Optimist Club. His other affiliations are Knights of Columbus, Flint Urban League, Flint Chamber of Commerce, Elks, Wranglers, Toastmasters and Citizens Committee to Study Urban Renewal.

Some recently completed projects of his firm: Flint Recreation and Park Board, Rizik Office Building, Genesee Merchants Bank & Trust Co. branch, Kerby Elementary School, The Farm Restaurant & Lounge, Longway-Lewis business development, Franklin Avenue business development.

Projects in progress: Board of Education, St. Joseph Hospital, Trinity Methodist Church, all in Flint, and shopping center for Owosso, Michigan.

**ROBERT B. FRANTZ AND TALMAGE C. HUGHES** have been named delegates to the annual convention of the National Council of Architectural Registration Boards, to be held in San Francisco, Calif. April 16 and 17, 1960.

Frantz and Hughes are members of the Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors. The NCARB convention takes place just prior to the convention of The American Institute of Architects, also in San Francisco, April 18-26.

**MSA — SMCAD Industry Fund 1960 Draftsmen's Competition Closes Mar. 15**





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# ARCHITECTONICS

Official Publication of the Western Michigan Chapter of The American Institute of Architects

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DAVID E. POST, Vice President, 640 Eastern Ave., SE, Grand Rapids 6

ROBERT L. FREEMAN, Secretary, 2022 Cooper, Lansing

GORDON A. BELSON, Treasurer, 152 Oakland Avenue, Battle Creek

F. GORDON CORNWELL, Director, Anderson Building, Traverse City

CLAUDE D. SAMPSON, Director, 115 Fourth Street, Jackson

GEORGE W. SPRAU, Director, 410 W. Walnut Street, Kalamazoo

## January Meeting

WESTERN MICHIGAN CHAPTER, AIA met jointly with the Producers' Council, Michigan Chapter at Lansing's Civic Center on January 25, 1960.

Chapter President, Charles V. Opdyke presided and introduced M. Eugene Hanum, Producers' President and Walter Lavalli of Smith, Hinchman & Grylls Associates, Inc., Architects and Engineers of Detroit. Mr. Lavalli presented an interesting program of color slides he made on a recent trip to South America, Spain, Italy and Korea. The Producers contributed much to the enjoyment and information of the evening.

At an Executive meeting preceding the dinner meeting, five applications for corporate membership were approved, and one associateship. Transfers were approved for Angelo P. Lucia from Southern California and Donnally W. Palmer from the Detroit Chapter, both to the Western Michigan Chapter.

The appointment of Paul F. Jernegan as a member of the new planning committee being formed to assist in directing the urban planning along the southern tip of Lake Michigan was recommended. This committee will include architects from Chicago, Northern Indiana and Western Michigan.

Richard C. Frank informed the Committee of a recent meeting in Lansing at which a desire was expressed to establish a Michigan Capital Chapter of the A.I.A.

A Chapter meeting was scheduled for Grand Rapids, February 22.

## Refresher Course

The Western Michigan Chapter is sponsoring a refresher course for candidates who wish to write the Michigan State Registration Examination for Architects. This course, located in the Lansing area, will make it possible for

candidates in central Michigan to prepare for the examination through a well organized program taught by a selected staff of registered architects and engineers with teaching experience and ability.

Classes will begin April 2nd and will be held each Saturday 9-12 a.m. and 1-4 p.m. through June 4 for a total of ten weeks. The complete course consists of 60 hours of concentrated subject matter on all seven parts of the examination. Individual courses may be taken to suit the needs of the applicants. Of special interest is a review of parts VI and VII for those that seek NCARB qualifications by passing these two parts that were not previously required for registration in the State of Michigan.

Charles V. Opdyke, A.I.A. President of the Western Michigan Chapter of A.I.A. and Elmer J. Manson, A.I.A., Chairman of the Education Committee are the course consultants.

The director of this course, Angleo P. Lucia, A.I.A. is a member of the faculty of Michigan State University where he teaches courses in Architectural Design. Mr. Lucia qualified in Michigan and New York by examination. Other members of the staff include Richard Clair Lane, A.I.A. who practices in Battle Creek and is Assistant Professor of Architecture at Michigan State University; Boyd C. Ringo, Registered Engineer who is Assistant Professor of Structural Design at Michigan State University has had wide experience in teaching and working with architects; C. H. Pesterfield, Professor of Mechanical Engineering and member of the ASHRAE, also member of Michigan State University faculty.

Applications for enrollment in this course must be completed by March 15 and may be secured by writing A. P. Lucia, Director, A.I.A. Refresher Course, 5244 Blue Haven Drive, East Lansing, Michigan. Telephone EDgewood 2-1942.

**CORRECTION**—On list of 1960 committees recently sent to all Chapter members: Omit the names of Claude D. Sampson and Gordon A. Cornwell and add the names of George B. Savage and George W. Sprau.

## Ski Week

We extend to you and members of your family an invitation to attend the first annual A.I.A. midwinter Seminar at Boyne Mountain Lodge. The Seminar will begin with dinner on Sunday, February 28th, and continue through lunch on Friday, March 4th, 1960.

This A.I.A. Seminar will require your attendance at a short meeting each morning, at which time talks of interest will be given by various professional men from the Midwest. The balance of each day will be devoted to various outdoor activities.

During the five-day period, we will be part of a normal Ski Week at Boyne Mountain Lodge and will participate in the various activities, such as ski school, skiing, and swimming.

I have been attending these Ski Weeks at Boyne Mountain Lodge each year since 1953, and can assure you that the combination of the Seminar with a normal Ski Week will provide an excellent opportunity for you and your family to mix business with pleasure, even though many of you have never been to a ski resort before.

The Western Michigan Chapter extends to members of the Detroit and Saginaw Valley Chapters an invitation to attend the Seminar.

Rates are reasonable. There will be no registration fee. Please make your reservations immediately to assure yourself of a choice of accommodations.—PAUL A. HAZELTON, Chairman, Grand View Parkway, Traverse City, Michigan, WI. 7-7318.

**BILL J. GRAHECK AND RICHARD K. RAYMER** have been elected corporate members of the American Institute of Architects and assigned to the Western Michigan Chapter.

**NEW CORPORATE MEMBERS:** Bill J. Graheck, Richard K. Raymer, Alexander H. Grant, James L. Parent; new associates: William W. Andrews, Howard C. Weaver, Jr., Yvonne E. Warner.

**MSA — SMCAD Industry Fund 1960 Draftsmen's Competition Closes Mar. 15**





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PAUL B. BROWN, Vice President, 700 Red Cross Bldg., Detroit 1

WILLIAM LYMAN, Secretary, 5395 Hickory Bend, Birmingham

BRUCE H. SMITH, Treasurer, 2908 Woodward Avenue, Royal Oak

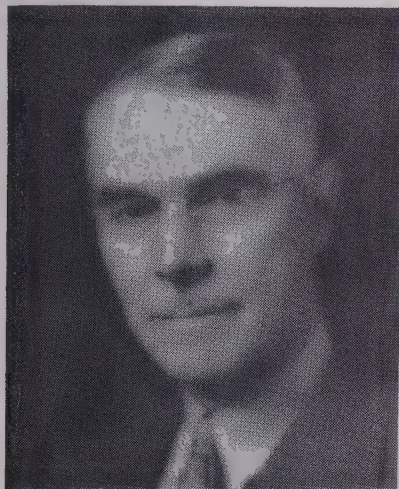
FREDERICK J. SCHOETTLEY, Director, 409 Griswold Street, Detroit 31

EARL G. MEYER, Director, 1306 Michigan Building, Detroit 26

PHILIP N. YOUTZ, Director, College of Architecture and Design, University of Michigan, Ann Arbor

GERALD G. DIEHL, Director, 120 Madison Avenue, Detroit 26

HEADQUARTERS, 120 Madison Ave., Detroit



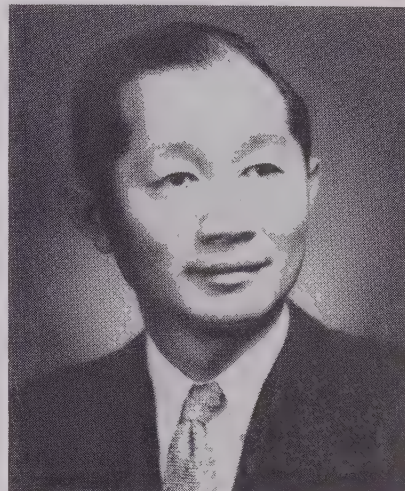
H. AUGUSTUS O'DELL, FAIA

Two members of the Detroit Chapter, The American Institute of Architects have been advanced to Fellowship in the Institute. They are H. Augustus O'Dell and Minoru Yamasaki, both of Birmingham, Michigan. O'Dell was advanced to Fellowship, highest type of membership in the national body, for his Service to The Institute and Public Service.

Yamasaki was elected for his "notable contribution in Design."

O'Dell, head of the firm of O'Dell, Hewlett & Luckenbach, Architects and Engineers, has had a long and distinguished career in the practice of architecture in this area. He has served as president of the Michigan Society of Architects, and has been a member of the State Board of Registration for Architects, Professional Engineers and Land Surveyors. His firms, past and present, have been responsible for some of our most distinguished architecture. One of the firm's recent projects, done in collaboration with Crane, Kiehler & Kellogg, is the Henry and Edsel Ford Auditorium in Detroit's Civic Center. His partners are Thomas H. Hewlett and Owen A. Luckenbach.

Yamasaki has become one of the most famous architects in this country, and he is recognized nationally and internationally. His most recent project, in collaboration with Smith, Hinchman & Grylls Associates, Inc., is the Michigan Consolidated Gas Company's office now being planned for the block bounded by Jefferson Avenue, Woodward and Griswold.



MINORU YAMASAKI, FAIA

Other projects he has recently completed are the McGregor Memorial on Wayne State University's campus; the American Concrete Institute and the Reynolds Metals Building, both in Detroit, and the American Embassy building in Kobe, Japan.

The fellowship will be bestowed at the Institute's Convention in San Francisco, Calif., April 18-22, 1960.

## February Meeting

Robert B. Lytle, Chief Associate Structural Engineer, Department of Buildings and Safety Engineering, City of Detroit, who is retiring after 35 years of service, was honored at a meeting of the Detroit Chapter, American Institute of Architects on February 16, 1960. His citation read:

"To Robert Bruce Lytle, for thirty-five years of service to Detroit's Department of Buildings and Safety Engineering. His performance of his professional duties as Associate Structural Engineer have been outstanding.

"His practical approach to the problems presented, his professional skill, knowledge, and his ability to deal effectively with matters of far-reaching significance have been in large measure responsible for the pleasant and successful relations the architectural profession and the building industry have had with his Department.

"In recognition and appreciation of these services, the Detroit Chapter of The American Institute of Architects is proud to award this Certificate of Merit to Robert Bruce Lytle."

Paul B. Brown, Vice President of the Chapter, in the absence of President

Robert F. Hastings, presided and called upon Professor William J. Johnson, Landscape Architect, of the College of Architecture and Design, who spoke on "An Evaluation of Landscape Architecture."

Professor Johnson gave a very enlightening discourse on the subject and showed color slides he made on his recent trip abroad, that were a delight from the standpoint of architecture as well as landscape architecture. There was a goodly number of members and guests present for the dinner and talk, and many came after the dinner to hear the program.

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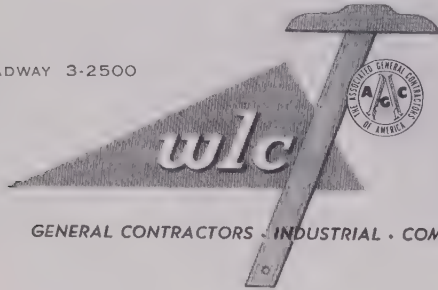


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Mrs. Frederick John Schoettley, Treasurer  
Mrs. William H. Odell, Historian  
Mrs. George F. Diehl, Parliamentarian

## Do You Know?

By MARIE NOTH

WALD MEMBERS met on Tuesday, Feb. 16th at 12:30 for luncheon at the Women's City Club, followed with a program by Mrs. J. Vernon Cordes, well-known voice teacher and member of the Tuesday Musicale. The program "Glimpses of Opera", contrasting old classical operas with contemporary ones, was demonstrated by two soloists and an accompanist.

Georgie Odell won the beautiful door prize—a red lacquered tray—which Hazel Leinweber sent as a gift from Korea.

At the morning Board meeting, Mrs. LaVern Nelsen, President, presided, and Mrs. Edwin F. Noth, Convention Chairman, outlined the program for women attending the State Convention of Michigan Society of Architects, March 30th, 31st and April 1st, at the Sheraton-Cadillac Hotel. For the first time women will have a special lounge during the convention and will participate in most of the convention activities.

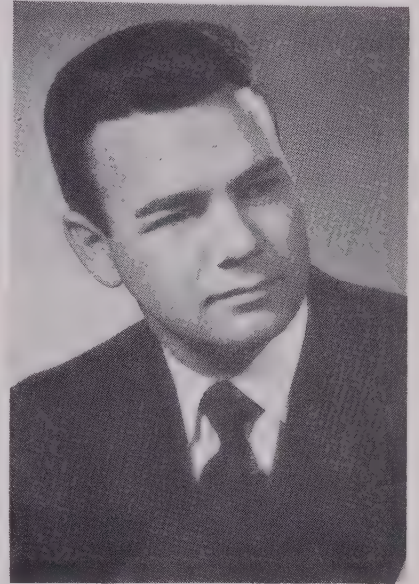
The entire membership of WALD will serve as hostesses in the many exhibitor's booths both Thursday and Friday mornings, to assist in registering delegates for the door prizes of the "Trip to Bermuda", color television, etc.

The "Glamour luncheon", Thursday,

March 31st, in the Pan-American room at the hotel, will be preceded by cocktails with special guests from the woman's press and radio fields. Entertainment will be provided by Fred Kendall, well-known radio and concert artist, accompanied by Eugene Bossart who was accompanist for five years for Gladys Swarthout and now heads the newly created School of Accompanists at the University of Michigan. Their program will range from liturgical to leader to operatic selections.

Tentative arrangements are in process for an unusual style show from the Reynolds Aluminum Co. showing women's fashions from aluminum fabrics. The women will have luncheon on Friday in the private dining rooms of J. L. Hudson Co. and the program will be given by Susan Whittemore, editor of the Hudsonian showing slides on her recent trip through Vietnam, Thailand and the Philippines where she accompanied the Care Mission Chief in each country to many remote areas to speak of American women and to observe the results of Self-Help Care aid in those areas. Her enthusiastic reception was evidence of good Public Relations much needed in these critical areas.

Following the program the women will have time to shop or return to the convention to listen in on the panel being held each afternoon on Housing for the Senior Citizens covering needs for private, institutional and custodial developments. Evening sessions, preceded by banquets will be devoted to awards on Thursday evening and Producer's Banquet and speaker on Friday. This is the first time the women have had such an important part in Convention activities.



FRED KENDALL

The State President, Charles OBryon and MSA Board of Directors have turned over the furnishing of Biddle House, newly restored, to the women and they will introduce an ingenious plan to create a fund for authentic pieces of this period. The Mackinac Island State Park Commission is already maintaining the grounds and protecting the house.

P.S.—The Edwin F. Noths are proud grandparents of their first granddaughter, Michele Marie Noth, born February 15th.

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## New Officers Elected At Annual Meeting

Lester Simmons, of C. G. Brenner Company, has been elected President of the Builders & Traders Exchange of Lansing, Inc. Bud Brown, of B. & B. Equipment Company, was elected Vice President; Harold Minnis, of Young Brothers & Daley, Treasurer.

J. Revell Hopkins was reelected Secretary for the 12th time.

New Directors are Al Conrad, The Christman Company; Bill Hanel, Hanel-Vance Construction Co. and Dick Parisian, Standard Block & Supply Co.

Continuing as Directors are Joe Labbancz, R. L. Spitzley Heating Co.; Edward Madison, Michigan Sheet Metal Works and George Root, Root Electric Co.

Professional Associate is Robert Mattern, O. J. Munson Associates. Elected to the New Building Trustees Board was Carl Haussman, Jr., Haussman Construction Co.

Retiring Directors are Leon Estey, Arthur Leach and Carl Haussman, Jr. Dorr Granger is the retiring Building Trustee.



LESTER SIMMONS

At the Annual Meeting of the Builders & Traders Exchange of Lansing, Inc. 200 members and guests were present. Clarence Rosa, AIA, President of the Lansing School Board, presented a citation to Lynn Kosht, retired school board member. Harry Conrad (Mr. Safety) presented awards to Max Reniger, Gilbert Hebblewhite, Dave Stockbridge, Dorr Gunnell, Jim Weed and Bill Hoffman. Other guests were Lansing Mayor Ralph Crego, Senator Paul Younger, Charles Opdyke, AIA, Gus Langius, FAIA and Stephen A. Partington, assistant superintendent of Lansing Schools.

As Safety was the theme of the meeting, each person at the head table was provided with a safety helmet.





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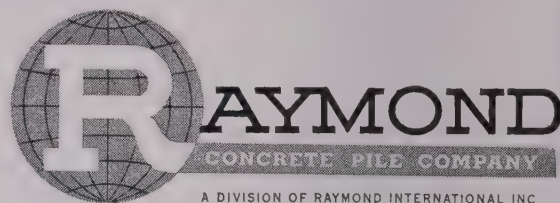
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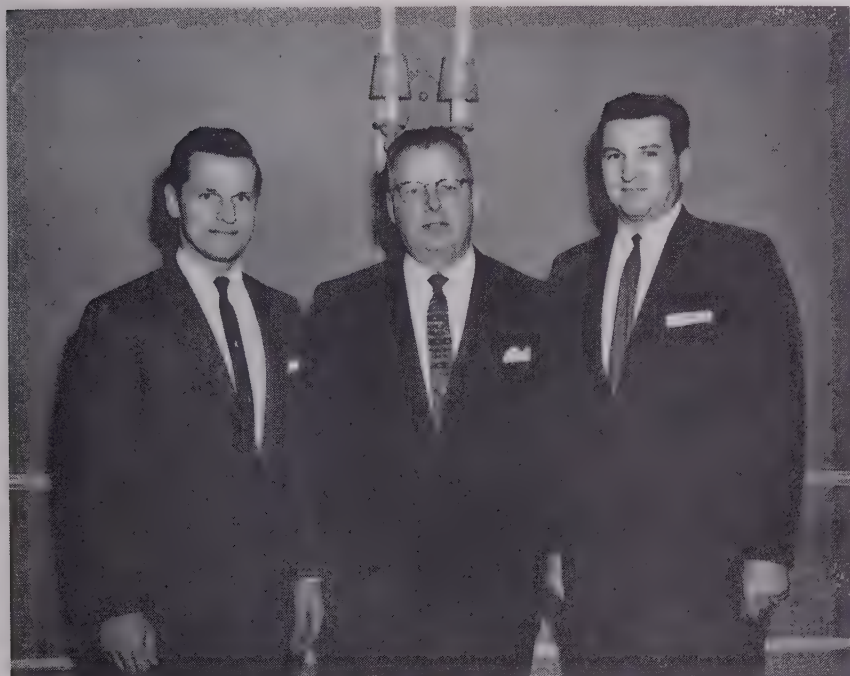
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Pictured above (center) is R. L. Deppmann, president, R. L. Deppmann Co., newly elected president of the Builders' & Traders' Exchange of Detroit; and L. to R., Robert E. Wunderlich, president, The Wunderlich Co., Inc.; and John J. Bruny, partner in Bruny Brothers, newly elected vice presidents.

## Newly Elected Officers

R. L. Deppman, President, R. L. Deppmann Company, has been elected president of the Builders' & Traders' Exchange of Detroit succeeding George M. Suliburk, President, Cruickshank DeCou & Suliburk, John J. Bruny, partner in Bruny Brothers, and Robert E. Wunderlich, President, The Wunderlich Company, Inc., were elected vice-presidents for the 1960 term. Lyle E. Eiserman, owner, The Eiserman Company, has been re-elected treasurer.

William C. Dennis continues as Secretary-Manager and John L. McGarrigle as Assistant Secretary-Manager and Sales Director.

With a membership of nearly 1600 of Michigan's largest firms in the construction industry on its roster, the Detroit Exchange continues to be the largest organization of its kind in the world. The Exchange, organized in 1886, is entering its 75th year of continuous service to the construction industry.

## Meet the Staff

Pictured right is Wilma Page, office manager of the Builders' and Traders' Exchange of Detroit.

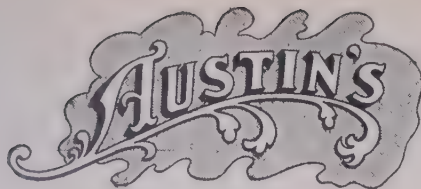
Miss Page, who joined the staff of the Exchange in October of 1940, worked for a short time in the Construction News Department.

The general office, which she currently supervises, functions in matters of communication, hospital and surgical insurance, "who handles" information, bookkeeping, accounting, and payroll.

In addition to administering the operations of the general office, Wilma also performs stenographic duties; assists at the golf outings, coordinating starting times, recording scores etc.; and is secretary of the Builders' & Traders' Women's Bowling League. A really busy gal!







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Oak in Troy Township and at Romulus, have the facilities to produce paving products of especial interest:

One is Barrett "Rode-Rite," a superior winter stockpile and patching mix. This mix is made with a cut-back inverted emulsion bituminous binder and select aggregates.

When used as a winter patching material, it is unusually resistant to water and retains cohesion and adhesion even in direct contact with moisture. When applied and rolled, it quickly becomes hard and resists "kick-out" by traffic to an unusual degree.

Pitch-clay emulsion is another paving materials product being distributed in

the Detroit area by Barrett.

This material has the consistency of a heavy liquid, but when applied the emulsion breaks, leaving a firm, resistant film of pitch on the surface. Barrett pitch clay emulsion makes an excellent sealer and reconditioner for old and ravelled bituminous pavement, filling the voids and restoring the surface to a lustrous, black appearance. Unlike other sealers it can also be applied to new pavement where it helps resist deterioration by oil and fuel spillage.

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Two different panel systems are available. Both are offered with a wide choice of frost-proof ceramic mosaic tile patterns, textures and colors.

One system, manufactured by Maul Macotta Corp. of Detroit, consists of a light-weight insulative core (such as Styrofoam) faced with asbestos cement board. At the factory, tile is bonded to the surface of this "sandwich" with special weatherproof adhesive.

Each panel is surrounded by an extruded aluminum perimeter moulding, which can be anodized, either clear or in color, to contrast or blend with the tile facing. Besides sealing the unit and protecting the tile edges, the moulding provides positive mechanical fastening, and further affords simple, strong panel-to-panel joining.

Panels are light weight and are available in sizes up to 16 square feet. Larger special reinforced panels can also be made.

The second system, manufactured by

Tecfab, Inc., Beltsville, Maryland, offers panels which can be of considerably larger size, up to approximately 20 feet long. Tecfab panels consist of a corrugated steel core imbedded in precast perlite, combining strength with insulative qualities and relatively light weight. At the factory, ceramic tile is bonded to the Tecfab panel with dense cement. A vibrating process is used. Each panel is framed with embedded steel channels. Panels are installed at the site of welding or other means.

Ceramic tile for both panel systems is manufactured by The Mosaic Tile Company, Zanesville, Ohio. Tile available includes Harmonitone and Velvetex unglazed ceramic mosaics and earthy-textured Granitex mosaics, in a single color or contrasting color patterns. There is also a wide choice of Mosaic Medley, Formfree and Byzantine patterns.

The tile manufacturer explains that these new ceramic tile curtain wall panels have been developed in answer to steadily increasing demand from architects. They combine the light weight, convenience, and insulative qualities of the spandrel panel, with the colorful and durable enrichment of ceramic tile facing. The result is a panel

that is precision-manufactured, colorful, weatherproof and flat. Now, a ceramic tile surface can be specified for any curtain-wall type structure and applied easily and economically, regardless of height or other limiting conditions.

Maul Macotta panels are now available in 12 states—Michigan, Indiana, Ohio, Pennsylvania, New York, New Jersey, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire and Maine.

Tecfab panels are available at present within a 600 mile radius of Washington, D. C. Further details can be obtained through Maul Macotta Corporation, Tecfab, Inc., or The Mosaic Tile Company.

### CALENDAR OF COMING EVENTS

#### MARCH:

Day long roofing seminar on the 8th.  
Cocktail party in connection with AIA Convention.

#### APRIL 28

Fort Shelby Hotel, Detroit  
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#### MAY:

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#### JUNE:

Golf outing.  
General business meeting for election of Michigan Chapter of P.C. officers.



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**PRESIDENT STIFLER**

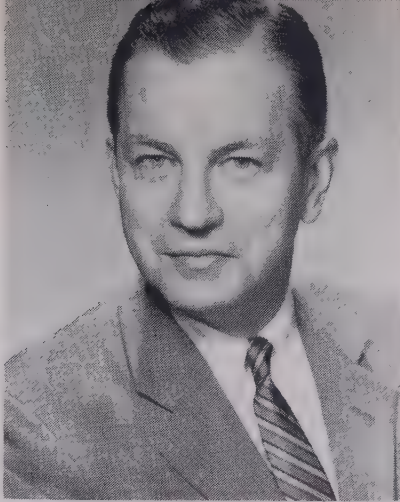
JOSEPH W. STIFLER, president of the Thompson-Schmidt Co., was elected president of the Associated General Contractors of America, Detroit Chapter, Inc., at its 44th annual meeting at the Birmingham Country Club.

Others elected to office were: Ben C. Maibach Jr., Barton-Malow Co., First vice president; Richard Brennan, Brennan Co., second vice president; G. K. Chapman, Walbridge, Aldinger Co., treasurer; and C. R. Slimmon, Bryant & Detwiler Co.; Alex J. Etkin, A. J. Etkin Construction Co.; William A. Maddock, Darin & Armstrong, Inc.; Ray Smith, Palmer-Smith Co., and James Savage, O. W. Burke Co., directors.

Fred Auch, George W. Auch Co., retiring president, was also elected to serve as a director.

SAM BURTMAN OF CENTURY BRICK CO. has done it again. Every year his MSA Convention Exhibit has been next to the bar. The Convention has moved to the Sheraton-Cadillac Hotel. Again, Sam will hold forth at the bar next to his exhibit.

Michigan Society of Architects



**PRESIDENT SCHEMM**

H. RIPLEY SCHEMM is the new president of Huron Portland Cement Company.

Schemm, was born at Saginaw, Michigan. A 1925 graduate of the University of Michigan, with a Bachelor of Science degree in Civil Engineering, he has been assistant to former President Paul H. Townsend since he first joined the company in 1925.

On January 1, 1942 Schemm was named assistant general manager, was appointed vice president in charge of operations in 1949 and elected by the board of directors to that position in 1953. Following the purchase of Huron by National Gypsum Company in May 1959, Schemm was elected executive vice president.

A.I.A. READERS may be hearing more about the young lady from Mississippi in the photograph below. Mississippi has had two Miss Americas, and advance indications are that Miss Wanda Wilkinson, from Jackson, could be the third one in 1961.

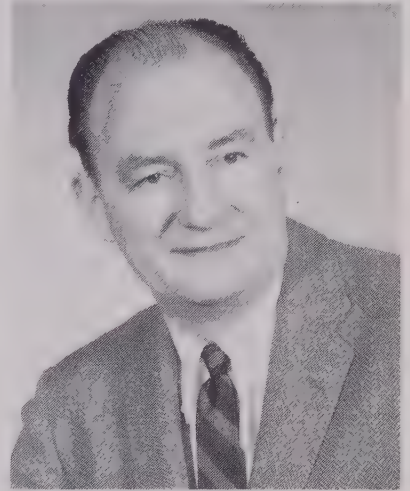
The architectural interest of the photograph is that she is holding open a Desco Aluminum Door made in Detroit and installed in Le Fleur's Restaurant on U. S. Highway 51 North in Jackson, Mississippi. The restaurant was designed by Jay T. Liddle, A.I.A., of that city.

The complete entrance, including the vestibule frames were all factory fabricated and shipped by Desco to Mississippi, where they were field assembled and installed without a single problem.



MSA — SMCAD Industry Fund 1960  
Draftsmen's Competition Closes Mar. 15

EDWARD C. CHASE, JR., the Chase Co., has been elected president of the Carpenter Contractors' Association for 1960. Others named were: Vice president, Ernest E. Landry, Carpentry by Landry; secretary-treasurer, Glen James, Detroit Partition Co. Noble F. Carr, Stanley J. Kurmas, of Kurmas Bros., David J. Murphy, of R. E. Dailey & Co., and Robert E. Wunderlich, of the Wunderlich Co., Inc., were elected directors.



**PRESIDENT CHASE**

Also of architectural interest is how the interior Desco frames are glazed with a new plastic material with inlaid leaves. It adds a beautiful note of color and design over the usual glass.

Detroit and Michigan architects have the added advantage of having Desco Metals Company convenient to their needs. Desco can execute for them equally attractive entrances.

Designwise, this entrance leaves no doubt for people with glasses or who are nearsighted, where the door is, and avoids those hazardous accidents of folks trying to walk through plate glass sidelights.





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# CenturyBrickCompany Introduces New Sculptured Glass Units

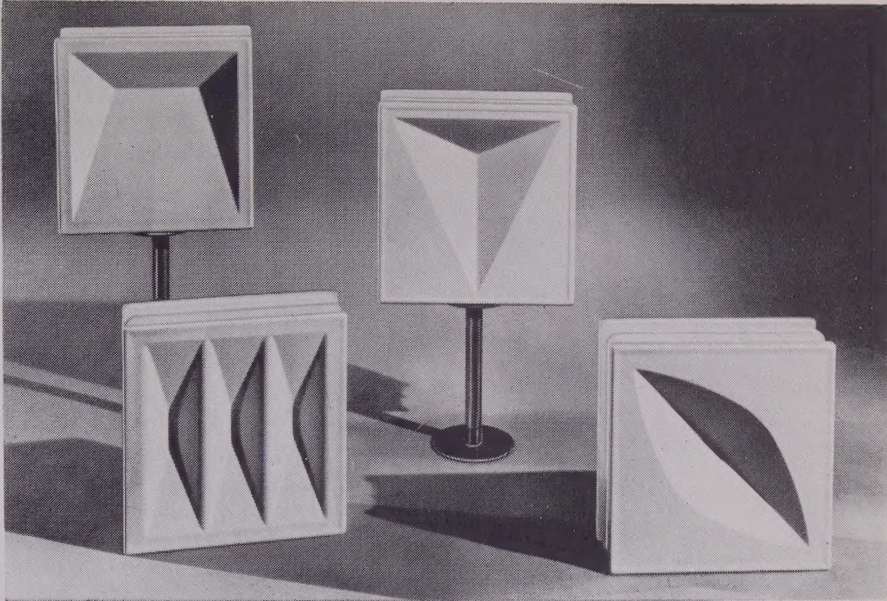
New sculptured glass units with concave three-dimensional surfaces, designed to create architectural light and shadow in building curtain walls or other large expanses will be shown in Century's exhibit during the MSA Convention in Parlor "E". They were developed by Pittsburg Corning Corp.

The hollow unit, which is 12 inches square and 4 inches thick, with a pattern pressed into both faces, will be known as the Sculptured Glass Module. Combined with its architectural appeal are the advantages of light transmission, high insulation value, and simplified low-cost installation and maintenance.

The four patterns are known as Leaf, Pyramid, Harlequin and Wedge. Each is available clear or in black, white, deep red, deep blue, deep green, walnut, yellow, charcoal gray, coral, pastel blue, pastel green and orange.

Glass Modules open up a whole new design field to the architect. For the first time, it is possible to create architectural light and shadow in glass. The four patterns provide a great variety in texture. The effects obtainable through variations in color are almost unlimited.

Architects have designed masonry or metal curtain walls with three-dimen-



The Century Brick Co. now makes available Sculptured Glass Modules in the four patterns: (Top) "Wedge" and "Pyramid"; (bottom) "Harlequin" and "Leaf."

sional patterns, but few three-dimensional spandrels are available as stock items, whereas the sculptured module is manufactured for stock and the cost is relatively low. Additional cost savings are possible due to the fact that the curtain wall is installed by one trade and gives a completely finished wall, inside and out, in the one operation.

To protect the new product from misuse and give architects an opportunity to develop its applications, it will be

sold only on architects' specifications.

Weathering tests show that the color surface of the Sculptured Glass Module is unaffected by acids, alkalis, sulphides or abrasion. It will not fade, even in the brightest sunlight.

The module insulates both against sound and heat loss. Complete information covering Sculptured Glass Modules is available from Century Brick Co., 14910 Linwood Ave., Detroit 38, Mich. — Telephone UNiversity 1-8200.

Convention Greetings . . .

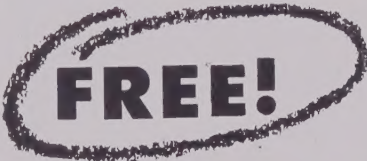
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# Bulletin Board

QUICKIE—A while ago, I chanced to run into an old-timer, and I asked, "How's the architect business?" He replied, "Well, at the low fees at which I have to do small houses, I don't make much profit."

"How's that?" I asked. "What do you charge for those five-room jobs you are doing?" "Oh, thirty-five or forty dollars a set," was the reply.

"You can't make any money at that rate," I remarked, "It takes me five or six days to do the smallest shack."

"My goodness," he concluded, "I often make plans while the client waits. In fact, I recently turned out a set while the client was double-parked with his motor running."—Henry P. Whitworth, AIA, Winter Park, Fla.

JOHN M. BICKEL, brother of actor Frederick March, and retired vice president of Carrier Corporation, speaking before the Detroit Rotary Club, said that a Wall Street firm had placed an ad in the New York Times for "a Yale man or equivalent."

One reply asked, "what do you mean by 'a Yale man or equivalent?'" Do you mean two Harvard men or one graduate of the University of Wisconsin half time?" Needless to say, Mr. Bickel is a University of Wisconsin man.

**ARCHITECTS** and Professional Engineers will again have an opportunity to attend a series of lectures in Plastic Design in Steel by Professor Boyd Ringo, at Wayne State University, Detroit, Michigan. The lecture dates are March 22, 29, April 5, 12, 26 and May 3, from 7:30 P.M. to 9:30 P.M. at Science Hall in room 101.

Professor Ringo, Assistant Professor at Michigan State University is well qualified to teach the plastic design theory having conducted the American Institute of Steel Construction course last summer.

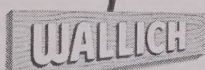
The new series is sponsored by the Great Lakes Fabricators Association in co-operation with Wayne State University and the American Institute of Steel Construction.

ANOTHER ROTARY SPEAKER, Dr. James P. Dixon, President of Antioch College, related a story about a butcher, who, at the end of a day had just about sold out his stock, when in came a lady asking for a chicken. The butcher had only one scrawny one left. He held it up for her to see and she asked how much it weighed. He put it on the scale and said, "two and one-quarter pounds." The customer asked if he didn't have one a little larger. He put the chicken back below the counter and then brought it out again and held it up before the customer. She asked its weight, so the butcher put it on the scale again, but this time he used his thumb also and said, "three pounds." The lady said, "all right, I'll take both of them."

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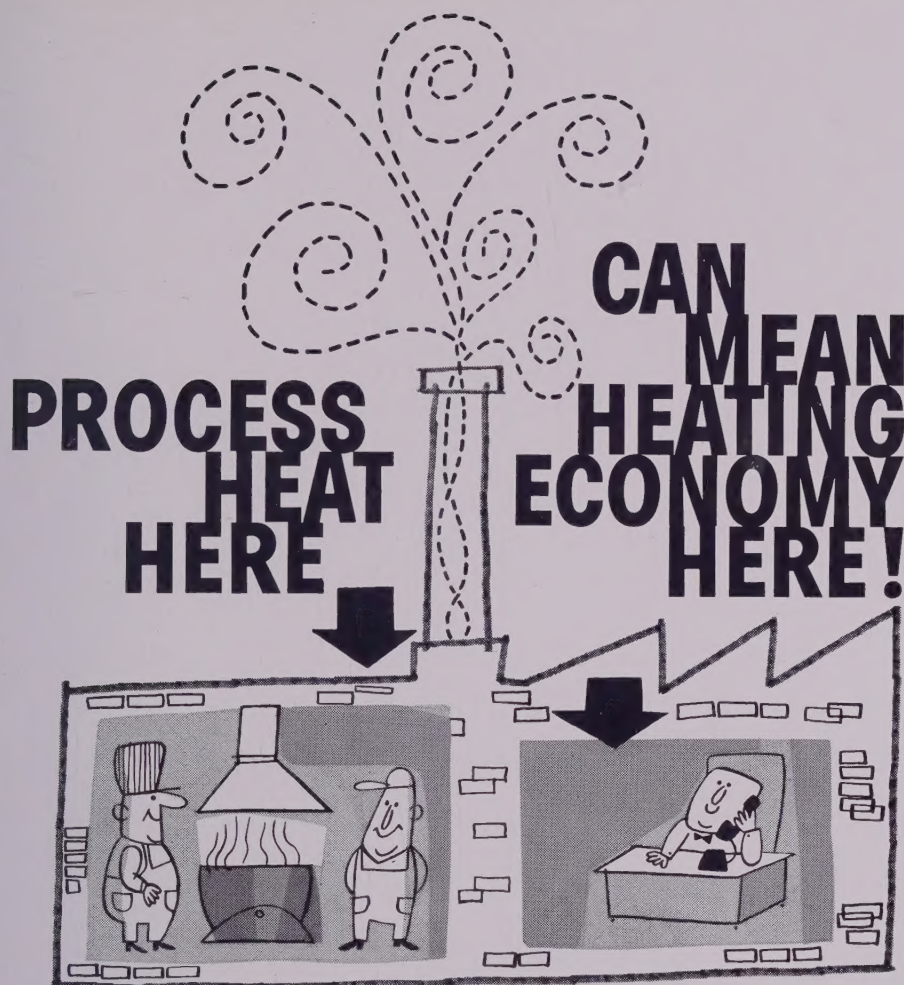
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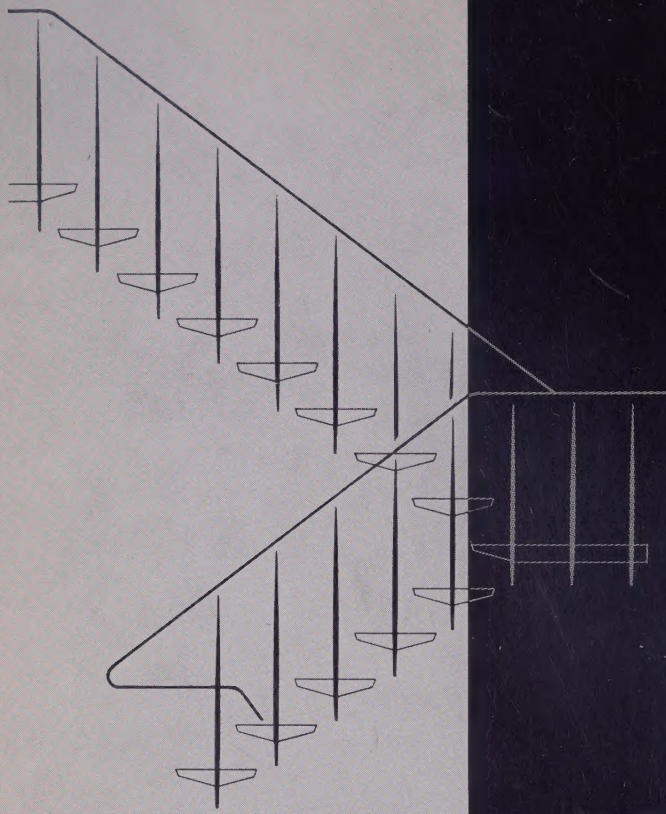
Analysis should show the operating cost to be amazingly low because the heat otherwise wasted will be salvaged. Normally, an electric heat pump takes the heat from outside air (yes, even in wintertime) and transfers it to inside air. But installed between your process heat department and other plant areas, an electric heat pump has a head start and becomes even more efficient.

Two added benefits will result—more comfortable working conditions for process heat department workers. And the electric heat pump can be reversed in summer to provide air conditioning in office areas.

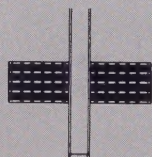
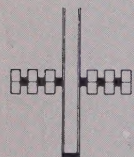
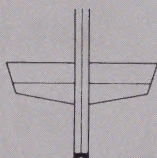
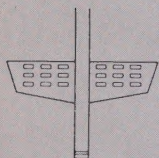
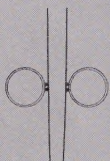
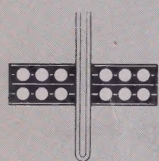
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